

MAINSTREET CRESTVIEW ASSOCIATION



CHRISTMAS PARADE SPONSORSHIPS

HISTORICDOWNTOWNCRESTVIEW.ORG



BRING THE *Magic* OF CHRISTMAS TO CRESTVIEW

Each December, thousands of families line the streets of Historic Downtown Crestview for one of our community's most cherished traditions, the Main Street Crestview Association Christmas Parade. Drawing 10,000–15,000 spectators each year, it is the largest Christmas parade in Okaloosa County and a celebration that brings our community together.

As a nonprofit organization, we rely on the support of local businesses and community partners to make this free event possible. Sponsorships help fund entertainment, decorations, signage, marketing, insurance, parade operations, and all the behind-the-scenes details that create a safe and memorable experience for our community.

The impact of your sponsorship extends beyond parade night. Any remaining funds are reinvested into Downtown Crestview through beautification projects, community events, and revitalization efforts that help our historic downtown continue to grow and thrive.

THIS YEAR'S THEME:



Pack your bags and celebrate Christmas around the world!

This year's parade will take spectators on a magical holiday journey as floats bring festive traditions and destinations from across the globe to life.

THE PARADE WILL FEATURE:

10,000–15,000 SPECTATORS
THE LARGEST CHRISTMAS PARADE IN OKALOOSA COUNTY
SANTA CLAUS
A FESTIVE JUDGES' PANEL
A LIVE DJ
DOZENS OF CREATIVELY DECORATED PARADE ENTRIES



Exclusive **SPONSORSHIP OPPORTUNITIES**

Exclusive - One available

PRESENTING PARTNER

\$4,000

Become the official presenting partner of Holiday Market and receive premier recognition throughout the event.

BENEFITS INCLUDE:

- Parade officially presented as "Main Street Crestview
- Association Christmas Parade presented by [Sponsor]"
- Logo placement on all event marketing, posters, and digital advertising
- Recognition in press releases and media promotions (when applicable)
- Featured recognition on all event social media
- Logo featured in the full-page parade advertisement in the Crestview News Bulletin before and after the parade
- Banner displayed at the judges' stand (sponsor provided)
- Opportunity for a sponsor representative to serve as a parade judge
- Company recognized by the DJ throughout the parade
- Reserved VIP seating for six guests
- One complimentary parade entry

Exclusive - Two available

DIAMOND SPONSOR

\$3,000

BENEFITS INCLUDE:

- Logo on all marketing materials
- Featured recognition on social media
- Logo featured in the full-page parade advertisement in the Crestview News Bulletin before and after the parade
- Banner placement along the parade route (sponsor provided)
- Company recognized by the DJ throughout the parade
- Reserved VIP seating for six guests
- One complimentary parade entry



SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR

\$2,000

BENEFITS INCLUDE:

- Logo on event marketing materials and social media
- Logo featured in the full-page parade advertisement in the Crestview News Bulletin before and after the parade
- Banner displayed along the parade route (sponsor provided)
- Company recognized by the DJ during the parade
- Reserved VIP seating for four guests
- One complimentary parade entry

GOLD SPONSOR

\$1,000

BENEFITS INCLUDE:

- Logo on event marketing materials and social media
- Logo featured in the full-page parade advertisement in the Crestview News Bulletin before and after the parade
- Company recognized by the DJ during the parade
- Reserved VIP seating for four guests
- One complimentary parade entry

SILVER SPONSOR

\$500

BENEFITS INCLUDE:

- Logo on event social media
- Logo featured in the full-page parade advertisement in the Crestview News Bulletin before and after the parade
- Company recognized by the DJ during the parade
- Reserved VIP seating for two guests
- One complimentary parade entry

BRONZE SPONSOR

\$250

BENEFITS INCLUDE:

- Business name listed on event social media
- Reserved VIP seating for one guest
- One complimentary parade entry



SPECIALTY SPONSORSHIP OPPORTUNITIES AND AD-ONS

VIP SEATING SPONSOR

\$1,000

BENEFITS INCLUDE:

- Exclusive signage in the VIP seating area
- Opportunity to provide a branded gift for each VIP guest
- Recognition by the DJ
- Recognition on social media
- Reserved VIP seating for four
- One parade entry

HOLIDAY MUSIC SPONSOR

\$750

BENEFITS INCLUDE:

- "Holiday music provided by..." announced throughout the parade
- Recognition on social media
- One parade entry

IN-KIND SPONSORSHIPS

*Support the parade through
goods or services!*

In-kind sponsors enjoy benefits comparable to the sponsorship tier that matches the value of their contribution.

EXAMPLES INCLUDE:

- Printing services for signage and programs
- Food, beverages, or supplies for volunteers
- Photography, Videography, or Drone Footage
- Judges gifts

WHY SPONSOR?

YOUR SUPPORT HELPS US:

- Keep the parade free for the community
- Provide safe, family-friendly holiday fun
- Support Main Street Crestview Association and downtown projects that benefit the entire Crestview community



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ESTD 1916
*Historic Downtown Crestview is an
IRS recognized 501C3 Organization*