

Holiday Parade



The Holiday Parade is a long-time tradition for the Billings community to usher in the holiday season on the Friday after Thanksgiving. With families gathered for the weekend to eat and shop, the Holiday Parade is a great way to celebrate the season by joining the community to see over 100 floats decorated for the holiday theme with Santa himself as the parade finale. The streets are filled with lights, holiday music, laughter, the scent of hot chocolate and Christmas trees. Children gather for photos with Santa and parents enjoy eggnog, drinks, and refreshments.

Reach People

Drawing a diverse crowd of up to 10,000 people in our community, families, children, local professionals, college students, and retired citizens fill the streets of downtown on the night of Black Friday.



Silver Sponsor	Gold Sponsor	Platinum Sponsor
<p>\$500</p> <ul style="list-style-type: none"> <input type="checkbox"/> Your company logo printed on the event poster distributed to over 100 businesses and poster kiosks downtown and throughout the surrounding community <input type="checkbox"/> Your company announced as an official Sponsor of event by the Holiday Parade Moderators to the crowd 	<p>\$1,000</p> <ul style="list-style-type: none"> <input type="checkbox"/> All Silver sponsorship benefits <input type="checkbox"/> Your company logo listed in media promotion on the DBA website, Facebook, Instagram, Twitter, Gazette ads, and newsletters; media reach over 5,000 people. <input type="checkbox"/> Your company announced as an event sponsor on-air during the event's radio and TV news campaign <input type="checkbox"/> A free entry for your company in the Holiday Parade <input type="checkbox"/> Your company logo printed on the skybridge banner for two weeks leading up to the event 	<p>\$1,500</p> <ul style="list-style-type: none"> <input type="checkbox"/> All Gold & Silver benefits <input type="checkbox"/> Your company will be given collaborative partnership in event entertainment programming, event promoting, and host presence <input type="checkbox"/> A representative of your company's leadership invited to ride and be announced with the Parade Grand Marshall <input type="checkbox"/> A representative of your company invited to attend an on-air interview for the event's radio campaign <input type="checkbox"/> A representative of your company given a guest judge spot for the Holiday Parade

Holiday Parade

Sponsorship Form

Holiday Parade

Sponsorship is a great way to support the Downtown Billings Alliance in their work to develop, promote, and advocate for a healthy, vibrant downtown community that we can all enjoy and be proud of. Below, please find your sponsorship options and help us in welcoming you to partnership with the DBA by filling out all of your business and contact information:

Company Information:

Business Name: _____

Contact Name: _____

Address: _____

(street) _____ (suite)

(city) _____ (zip) _____ (webiste)

Phone: _____ **Fax:** _____ **Mobile:** _____

Email: _____ **Website:** _____

Sponsorship Selection:

Platinum (\$1500) **Gold (\$1000)** **Silver (\$500)** **\$** _____

Other Donations:



Spare Change for Real Change: \$ _____

Downtown Streetscapes, Flowers, Holiday Decorations: \$ _____



Public Art: \$ _____



(credit card number) _____

(expiration date) _____ (cvv code) _____

Authorized Signature

Total Enclosed \$ _____

Checks payable to: Downtown Billings

Questions? Contact Natasha Potratz, Director of Art & Events
294-5060 natashap@downtownbillings.com

