

Kings Beach Snowfest Parade

Annually the first Saturday in March - March 10, 2018, 11:30a-12:30p

Highway 28 from Secline to Coon Street in Kings Beach

Estimated Attendance: 1,000 – *estimated 90% residents, 10% visitors*



Title Sponsorship: \$500

1. Your prominent color logo on:
 - a. Sponsor Thank You banner carried in the parade
 - b. Dedicated NTBA event webpage live year-round and event promoted on homepage
 - c. NTBA's online event calendar listing
 - d. Event flyer (50 distributed throughout Kings Beach two weeks prior to event)
 - e. NTBA Facebook event cover page
2. Your business name listed:
 - a. In NTBA's e-Newsletter article(s) about the event
 - b. On two vertical banners at the announcing area at the Bear Street roundabout
3. Complimentary parade entry fee
4. At least three (3) mentions/recognition by emcee from parade announcing stand

Spirit Sponsorship: \$300

1. Your color logo on:
 - a. Sponsor Thank You banner carried in the parade
 - b. Event flyer (50 distributed throughout Kings Beach two weeks prior to event)
2. Your business name listed:
 - a. On dedicated NTBA event webpage live year-round and promoted on homepage
 - b. On NTBA's online event calendar listing
 - c. In NTBA's e-Newsletter article(s) about the event
 - d. On two vertical banners at the announcing area at the Bear Street roundabout
3. Complimentary parade entry fee
4. At least two (2) mentions/recognition by emcee from parade announcing stand

Parade Sponsorship: \$150

1. Business name listed on:
 - a. Sponsor Thank You banner carried in the parade
 - b. Dedicated NTBA event webpage live year-round and event promoted from homepage
 - c. In NTBA's e-Newsletter article(s) about the event
 - d. On two vertical banners at the announcing area at the Bear Street roundabout
2. Complimentary parade entry fee
3. At least two (2) mentions/recognition by emcee from parade announcing stand