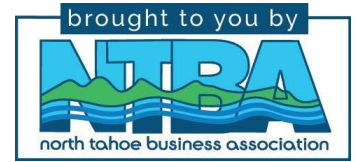


Kings Beach Snowfest Parade

Annually the first Saturday in March - March 5, 2022, 11:30a-12:30p

Highway 28 from Secline to Raccoon Street in Kings Beach

Estimated Attendance: 2,000 – estimated 90% residents, 10% visitors



Sponsorship Opportunities

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; logo linked to sponsor's URL
 - c. NTBA's online event calendar listing
 - d. Event flyer (50 distributed throughout Kings Beach two weeks prior to event)
 - e. NTBA Facebook post
2. Your business name listed:
 - a. On NTBA's Facebook Event Page
 - b. On two vertical banners at the announcing area at the Bear Street roundabout
 - c. Snowfest's website and a shout-out on Snowfest's social media pages
3. Complimentary parade entry fee to both Tahoe City Parade and Kings Beach Parade
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)
 - c. On dedicated NTBA event webpage live year-round and promoted on homepage; logo linked to sponsor's URL
2. Your business name listed:
 - a. On NTBA's online event calendar listing
 - b. On NTBA's Facebook Event Page
 - c. On two vertical banners at the announcing area at the Bear Street roundabout
 - d. Snowfest's website and a shout-out on Snowfest's social media pages
3. Complimentary parade entry fee to both Tahoe City Parade and Kings Beach Parade
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; business name linked to sponsor's URL
 - c. On NTBA's Facebook Event Page
 - d. On two vertical banners at the announcing area at the Bear Street roundabout
 - e. Snowfest's website and a shout-out on Snowfest's social media pages
2. Complimentary parade entry fee to both Tahoe City Parade and Kings Beach Parade
3. At least two (2) mentions/recognition by emcee from parade announcing stand