

Kings Beach Snowfest Parade

Annually the second Saturday in March

March 9, 2024, 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. Event poster (50 distributed throughout North Lake Tahoe two weeks prior to event)
 - d. NTBA Facebook post
2. Your business name listed:
 - a. On NTBA's Facebook Event Page
 - b. NTBA's online event calendar listing
 - c. On two vertical banners at the announcing area at the Bear Street roundabout
 - d. In NTBA press release(s) about event
3. Complimentary parade entry fee to Kings Beach Snowfest 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 poster (50 distributed throughout North Lake Tahoe 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. In NTBA press release(s) about event
3. Complimentary parade entry fee to Kings Beach Snowfest 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 two vertical banners at the announcing area at the Bear Street roundabout
 - d. In NTBA press release(s) about event
2. Complimentary parade entry fee to Kings Beach Snowfest Parade
3. At least two (2) mentions/recognition by emcee from parade announcing stand