

**2022 Downtown Oshkosh  
Business Improvement District (BID) Holiday Parade  
Sponsorship Opportunities**  
*Theme: Welcome to the North Pole*  
Thursday, December 1st at 6:15pm

Organization/Business: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

**Sponsorship Opportunities:**

- Silver Sponsorship- \$500
- Gold Sponsorship- \$1000
- Santa Sponsorship- \$2500
- Holiday Parade Title Sponsorship - \$5000-**TAKEN**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Important Details:**

- This form and your check payable to City of Oshkosh: BID should be returned to the Downtown Oshkosh office by Friday, October 1st. \*We do NOT accept credit card payments at this time.
- Please look at your sponsorship details closely and verify the following info:
  - Please email your logo
  - If your sponsorship package includes a parade entry you must email and let us know if you will be taking advantage of this entry or entries

**Downtown Oshkosh BID**  
100 N Main St Suite 112, Oshkosh WI 54901  
920-303-9200 ext 101 | [jessie@downtownoshkosh.com](mailto:jessie@downtownoshkosh.com)  
Jessie Meidl, Downtown BID Manager

# 2022 Downtown Oshkosh Business Improvement District (BID) Holiday Parade Sponsorship Tiers

## Holiday Parade Title Sponsor - \$5000 -TAKEN

- Title sponsor of holiday parade; first right of refusal for following year sponsorship
  - Logo on King Size Bus Ad
  - 5 FREE entries in the parade
  - Logo on full page Oshkosh Herald Ad
  - Social media/website (logo)/e-newsletter
  - Posters (logo)
  - Logo on our coloring/letters to Santa sheet (TBD)
  - Recognition on Community Access TV
  - Banner recognition during the parade; including featured banner to kick off the parade

## Santa Sponsor - \$2500 (1 available)

- *Santa's Horse & Carriage Sponsorship*
  - Social media/website (logo)/e-newsletter
  - Posters (logos)
  - Postcards (logos)
  - Logo on our coloring/letters to Santa sheet (TBD)
  - (2) Free Parade Entries
  - Recognition on Community Access TV
  - Banner recognition during the parade

## Gold Sponsor - \$1000 (4 bands available, specific entry tbd)

- *Specific Parade Entry Sponsorship (Ex. Rocket Cycles)*
- *Band Sponsorship- 4 total available (ONHS, OWHS, Lourdes, OACB)*
  - Social media/website (logo)/e-newsletter
  - Posters (logos)
  - Postcards (logos)
  - (2) Free Parade Entries
  - Logo on our coloring/letters to Santa sheet (TBD)
  - Recognition on Community Access TV
  - Banner recognition during the parade

## Silver Sponsor - \$500

- Social media/website (logo)/e-newsletter
- Posters (logos)
- Postcards (logos)
- Free Parade Entry
- Logo on our coloring/letters to Santa sheet (TBD)