

City of Pearland's
**HOMETOWN CHRISTMAS
TREE LIGHTING & PARADE**
December 1 & 2, 2017



SPONSORSHIP OPPORTUNITY

PEARLAND PARKS & RECREATION
4141 BAILEY ROAD
PEARLAND, TX 77584
281.412.8929
PEARLANDPARKS.COM



The City of Pearland Parks & Recreation and the Pearland Town Center are gearing up for the City's 10th Annual Hometown Christmas Tree Lighting & Parade. The excitement will begin on Friday, December 1st with Pearland's Annual Tree Lighting Ceremony. Thousands of twinkling lights will illuminate the area skyline while the air is filled with Christmas music. For added excitement horse and carriage rides, snow hills, kid's activities, a craft alley, live entertainment and Santa will be available for an anticipated 6,000 participants to enjoy.

On Saturday the festivities continue as the holiday gift market resumes from 10 a.m. to 5 p.m. with more fun-filled activities including milk and cookies with Santa. As the gift market wraps up for the evening crowds will gather in excess of 10,000 to attend the Annual Christmas Parade which will run on FM 518 from Old Alvin Road to Pearland Parkway. Twinkling lights, music and energetic floats entertain the crowd throughout the night and create a great opportunity to show your support and love for our community.

We would like to take this time to encourage your participation in the City of Pearland's Hometown Christmas Tree Lighting & Parade. We are confident that the marketing and sponsorship packages we are proposing will truly highlight your organization and will leave a lasting impact on the Pearland community. Additionally, customized and two days sponsorship packages are available upon request.

Sincerely,

Jason O'Mara
Resource Development Manager
City of Pearland
jomara@pearlandtx.gov



Event Dates: Fri., Dec. 1 & Sat., Dec 2
Location: Pearland Town Center (Tree Lighting & Holiday Gift Market)
 Old Alvin Road to Pearland Parkway on 518 (Parade)
Time: Tree Lighting – Friday 7 to 10 p.m.
 Holiday Gift Market – Saturday 10 a.m. to 5 p.m., Parade – 6 p.m.

Sponsorship Packages

	Commercial \$750	Booth \$500	Parade \$300
Logo or name on Pearland Parks & Recreation Hometown Christmas webpage for one (1) month (Nov. 2 to Dec. 2)	Logo w/ link	Name w/ link	Name w/ link
Opportunity to show one (1) 30-second-to-1-minute commercial during the Tree Lighting Ceremony	x		
10'x10' promotional booth space on Friday – Tree Lighting Ceremony (6,000+ attendance)	x	x	
Opportunity for logo to be displayed on event banners	2	1	
Opportunity to have a street-team in company's logoed apparel onsite interacting with event participants	x	x	
Opportunity to bring out your company mascot to interact with event participants	x	x	
VIP Hospitality Passes (Tree Lighting Ceremony)	2		
Audio recognition from the main entertainment stage	x		
Opportunity to enter themed float into Christmas Parade with recognition as official parade sponsor on float			x
Audio recognition from judges stand as official parade sponsor			x



Sponsorship Application

Pearland Hometown Christmas sponsorship applications and company logo (high resolution, minimum 300dpi) are due by **November 10, 2017**. All commercials are due by November 15th. Sponsorship contracts and invoices will be sent upon receipt and approval of application. Sponsorship monies must be received in full by November 10th.

Please select your sponsorship level:

- Commercial.....\$750
- Booth.....\$500
 - Saturday Booth.....\$300 (Booth only available when combined with Tree Lighting packages)*
- Parade.....\$300

Company Name

Contact Name

Billing Address/City/St/Zip

Company Phone

Contact Cell Phone

Email

Company Website URL

Signature

Date

Please sign and return application by email or mail to:

Pearland Parks & Recreation
Attn: Resource Development Manager
4141 Bailey Road, Pearland, TX 77584
sponsorships@pearlandtx.gov