

63RD ANNUAL CHRISTMAS BOAT LANE PARADE ON CLEAR LAKE

PARADE SATURDAY, DECEMBER 14, 2024

AWARDS BRUNCH SUNDAY, DECEMBER 15, 2024

SPONSORSHIP LEVELS

Sponsorship Investments (all items have varied print deadlines)

Standard sponsorship items for \$1,000 and up:

- Two parade shirts, one skipper's bag and one commemorative plate;
- Listing on www.clearlakearea.com, brunch program and skipper's bag;
- Awards Brunch tickets for two guests with reserve seating;
- Recognition at Skipper's meeting and Awards Brunch

TITLE SPONSOR | \$10,000



- Title sponsor recognition on event marketing (print, social media, chamber members, etc...)
- Title sponsor recognition on www.clearlakearea.com home page parade banner.
- Link and 50 words on Boat Parade page on www.clearlakearea.com.
- Title sponsor recognition on official parade skipper's bags.
- Title sponsor recognition on official parade shirts.
- Opportunity to send two representatives to ride on Lead boat.
- 2 vehicle passes and invitation for six representatives to view the parade from the judge's party.
- Opportunity to welcome the boaters at the Skipper's meeting at South Shore Harbour Resort.
- Opportunity to place a banner and have an exhibitor's table at the Skipper's Meeting.
- Front table for eight guests at Awards Brunch at South Shore Harbour Resort.
- Title sponsor plaque presented at Awards Brunch.
- Presentation of a top award given to a parade winner at the Awards Brunch (we provide this award).
- FOR CITY SPONSORS: Opportunity to present your own City Award (you provide award).
- Opportunity to place a banner and have an exhibitor's table at the Awards Brunch.
- Eight official parade shirts.
- Four Skipper's bags.
- Advertisement in next New Teachers' Luncheon program for Clear Creek ISD in July attended by 600+.
- Two full page advertisements in the "On the Horizons" email blast to Chamber members. (2,100+, you choose the months)



- Presenting sponsor recognition on event marketing (print, social media, chamber members, etc...)
- Listing on Annual Christmas Boat Lane Parade Shirts (if confirmed by October 31st).
- Opportunity to welcome the boaters at the Skipper's meeting and place a banner.
- Front table for eight guests at the Awards Brunch and opportunity to place a banner.
- Presentation of one of the top awards given to a parade winner at the Awards Brunch (we provide award).
- FOR CITY SPONSORS: Opportunity to present your own City Award (you provide award).
- One vehicle pass for four representatives to view parade from judge's party.
- Link and 30 words on Boat Parade page on www.clearlakearea.com.
- Eight official parade shirts.
- Four Skipper's bags.
- Full page advertisement in the "On the Horizons" email blast to Chamber members. (2,100+, you choose the month)

GOLD ANCHOR Sponsor - \$5,000 (standard items+)

- Listing in some marketing.
- Four official parade shirts and two Skipper's bags.
- Opportunity to place a banner at the Skipper's meeting and at the Awards Brunch.
- Link and 30 words on Boat Parade page on www.clearlakearea.com.
- Front table for four guests at the Awards Brunch.
- Presentation of one of the top awards given to a parade winner at the Awards Brunch (we provide award).
- FOR CITY SPONSORS: opportunity to present your own City Award (you provide award).
- One vehicle pass for four representatives to view parade from judge's party.

SILVER ANCHOR SPONSOR - \$3,000 (standard items+)

- Listing in some marketing.
- Link on Boat Parade page on www.clearlakearea.com
- FOR CITY SPONSORS: opportunity to present your own City Award (you provide award).
- Four brunch tickets with reserved seating.
- One vehicle pass for two representatives to view parade from judge's party.

BRONZE ANCHOR SPONSOR - \$2,000 (standard items+)

- Listing in some marketing.
- FOR CITY SPONSORS: opportunity to present your own City Award (you provide award).
- Four brunch tickets with reserved seating.
- One vehicle pass for two representatives to view parade from judge's party.

ANCHOR LINE SPONSOR - \$1,000 (standard items)**INDIVIDUAL BOATER AWARDS - \$375, \$275 & \$175: First Place, Second Place & Third Place:**

Awards Brunch tickets for two guests; Listing on Boat Parade page on www.clearlakearea.com;
Name recognition in Awards Brunch program; Name engraved on sponsored award for winning Captain;
Opportunity to present sponsored award to winner at the brunch.

