

64TH ANNUAL CHRISTMAS BOAT LANE PARADE ON CLEAR LAKE

PARADE SATURDAY, **DECEMBER 13**, 2025

AWARDS BRUNCH SUNDAY, DECEMBER 14, 2025

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. (2,200+, 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. (2,200+, 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 - \$400, \$300 & \$200: 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.

