



THE BEST OPPORTUNITY TO MARKET YOUR BUSINESS THIS HOLIDAY SEASON!

Limited sponsorships are available now to Light up Downtown West Chester as a Block Sponsor, a Parade Special Performance Sponsor or a Lamp Post Sponsor.

2023 Lights Up DATES:

Lights are up: November 17, 2023 - January 5, 2024
Parade: December 1, 2023

Chester County Hospital Lights Up Holiday Weekends in West Chester featuring the Hometown Christmas Parade

Holiday Lights BLOCK SPONSORS

All Block Sponsorships Include:
Logo recognition the evening of the parade on digital signage, signs with your logo displayed on your block from November-January, mention in press releases, blogs, social media, e-mail marketing & more

Lights are professionally installed by Del Vacchio Christmas Decor and include string lights on Gay Street and lit, garland wrapped lamp posts on Market & High Streets.

Premium Block Sponsor

\$10,000

Logo on Banner displayed over High Street and in all print/online advertising and social media. The opportunity to participate in parade with an element. Ten passes to parade VIP area.

1/2 Block Sponsor

\$5,000

Four passes to parade VIP viewing area.

1/4 Block Sponsor

\$2,500

Two passes to parade VIP viewing area.

Parade Sponsorship*

Sponsor an element in the parade from \$2,500 - \$7,500

<p>Parade Element SPONSORS</p> <h2>\$2,500</h2>	<p>Marching Band COMPETITION SPONSOR</p> <h2>\$7,500</h2>
--	--

Parade Sponsorship Includes:
Logo banner leading professional performance element
Opportunity to carry logo banner in parade (2-4 individuals)
Four passes to parade VIP viewing area

*Elements limited and TBD. Will include professional elements (\$2,500 Each) and Marching Band Competition Sponsor (\$7,500)

Lamp Post Sponsor

Sponsor 1 or more decorated lamp posts

Lamp Post Sponsor
PER LAMP POST

\$250

Lamp Post Sponsorship Includes:
Sign with your company's logo plus a 24" red & gold bow displayed on one of Downtown West Chester's main streets.

There are only 125 lamp posts available.

To sponsor: Call 610-696-4046 or contact Katie Walker at Katie@gwcc.org
Parade application is separate from sponsorship for Lights Up.