

Dear Local Business Owner:

The Yorktown Parks & Recreation Department is offering sponsorship opportunities at our annual Holiday Electric Lights Parade. Each year there are over 60 spectacular parade entries and over 4,500 excited spectators joining us for this festive celebration of the holiday season. Vehicles are covered with lights, decorations, and people as they travel the parade route finishing at the tree for a lighting.

We offer 3 tiers of Sponsorship: Level 1, Level 2 and Level 3.

- Level 1: \$100.00 – includes promotional materials
- Level 2: \$250.00 – includes promotional materials and public address
- Level 3: \$500.00 – includes promotional materials, public address and video production

Promotional Materials: Name/Logo on promotional flyer circulated to various media outlets, e-based marketing, and to all participants night of event.

Public Address: Announcements at the event both during parade and at the tree lighting.

Video Production: Supporters receive acknowledgement in the credits of the video production which is televised on the local Town channel.

Organization Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Contact E-mail: \_\_\_\_\_

Please email your organization artwork to [ypr@yorktownny.org](mailto:ypr@yorktownny.org)

Please mail or drop off completed form and investment to Yorktown Parks and Recreation  
1974 Commerce St. Rooms 122/123, Yorktown Heights, NY 10598

Thank you in advance for considering to support the Town of Yorktown Parks and Recreation Department and the Holiday Electric Lights Parade and Tree Lighting event. Please join us as we continue to provide memorable events for the Yorktown community.