

BALLOONS • BANDS • FIREWORKS • FUN

Sounds of the Season



SPONSORSHIP PACKET

Light
up



HOLIDAY PARADE 2023

Dec 2

Light
up



HOLIDAY PARADE 2023

PARADE ROUTE

LIGHT UP VIERA Holiday Parade

- **ROADS CLOSE** at 5 PM •
- **FIREWORKS** at 6 PM •
- **PARADE** begins after **Fireworks** •

Red arrows indicate
the route and direction
of parade.

Learn more and
download this map at
LightUpViera.com

BRESLAY DR

USSSA Space Coast
Stadium Complex



VETERANS WAY



Calvary Chapel **P6**

FELLOWSHIP
PLACE



Viera
Charter
School



TUNNEL

STADIUM PKWY

P5

School
Board

P

Overflow Lot
Overflow Lot

JUDGE FRAN JAMIESON WAY

Duran Golf Club

Harry & Harriette Moore
Justice Center

P1

P2

Overflow Lot **P**

P3

Government
Center

P4

Brevard Co.
Health Dept.



Parade Route



Parade Viewing Areas



Sidewalk Viewing Only



No Stopping, Standing
or Viewing



Food Truck Areas



Parking

Please park in designated areas only.



Portable Restrooms



Portable Restrooms



Trash Receptacles



MC Areas



Fireworks



START &
FINISH



VIERA HIGH
SCHOOL

Parking for Parade Participants
and Marching Bands Only

SATURDAY
**DEC
2**



To Our Valued Community Members,

We would like to take this opportunity to say 'Thank You' for all that you have done and continue to do in our community. The Viera Community Institute is celebrating its 11th year hosting the Light Up Viera Holiday Parade this year and we have many surprises in store and special features that we will be showcasing during this magical event.

With this year's parade theme, **Sounds of the Season**, we hope it encourages a time for reflection of the past and inspiration to create new experiences with family and friends to remember for years to come! We're introducing new sponsorships and creative ways to participate, including favorite floats from years past and new floatoon designs to choose.

Viera is a vibrant, growing community and the Viera Community Institute continues to provide opportunities to enhance the lifestyle of those who call Viera home. And, as we have seen over the years, our invitation across Brevard and Central Florida has brought many who have made this event a part of their holiday tradition.

As you look over the available sponsorships, I hope you join us in this holiday celebration by choosing to be a part of the 11th Annual Light Up Viera Holiday Parade on Saturday, December 2nd!

For any questions regarding the parade or to reserve your sponsorship, please reply to Events@Viera.com.

Best Regards,

Laurie Widzowski

Marketing and Event Coordinator
The Viera Company/Viera Community Institute
Laurie.Widzowski@Viera.com



2023 Sponsorship Opportunities

Fireworks Sponsor - \$10,000

Qty Available: 2

Includes:

- Premiere seating at the start of the parade for 25 people ("invitation only" by your company)
- Logo placement on signage indicating fireworks sponsor provided
- Announcement of your sponsorship during parade by MC on the route
- Logo on Light Up Viera promotional collateral including: website and print/promotional ads
- Logo placement on LightUpViera.com as Fireworks Sponsor level, with hyper-link to your website, as well as placement on VieraCommunityInstitute.com supporter page for 2023-2024 calendar year
- Premium placement half-page, Holiday-focused ad in Viera Vision: Vol 19 Issue 2; **\$1,000 value**
- Acknowledgment in Viera Vision: Vol 19 Issue 2 "Thank You" Ad **and** December Brevard Business News "Thank You" Ad
- Included in social media outreach

Holiday Themed Floaton Sponsor - \$5,000

Qty Available: 4

Includes:

- Professional holiday themed cold air floaton with insurance and your company banner we provide
- Members of your organization actively participating with the floaton on the parade route
- Logo placement on LightUpViera.com as Holiday Floaton Sponsor level, including hyper-link to your website, as well as placement on VieraCommunityInstitute.com supporter page for 2023-2024 calendar year
- Premium placement Holiday-focused ad in Viera Vision: Vol 19 Issue 2; **\$1,000 value**
- Acknowledgment in Viera Vision: Vol 19 Issue 2 "Thank You" Ad **and** Brevard Business News "Thank You" Ad
- Included in social media outreach



Emerson the Snowman



Fiddlesticks the Mouse



Gingersnap the Elf



Christmas Tree



2023 Sponsorship Opportunities

Specialty Float Sponsor - \$5,000

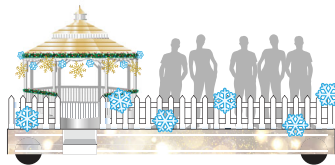
Qty Available: 4

Includes:

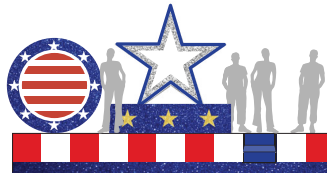
- Professional float and attached themed elements with driver and insurance and your company banner (provided)
- Logo placement on LightUpViera.com as Specialty Float Sponsor level, including hyper-link to your website, as well as placement on VieraCommunityInstitute.com supporter page for 2023-2024 calendar year
- Premium placement Holiday-focused ad in Viera Vision: Vol 19 Issue 2; **\$1,000 value**
- Acknowledgment in Viera Vision: Vol 19 Issue 2 "Thank You" Ad **and** Brevard Business News "Thank You" Ad
- Included in social media outreach



Candy Land



Let It Snow



Military



State Fair

Band Sponsor - \$2,500

Qty Available: 5

Includes:

- Marching band participants sponsor with logo on all Light Up Viera promotional pieces including: website and print/promotional ads
- Banner with Sponsor logo represented in front of each marching band
- Logo placement on LightUpViera.com as Band Sponsor level, including hyper-link to your website, as well as placement on VieraCommunityInstitute.com supporter page for 2023-2024 calendar year
- Acknowledgment in Viera Vision: Vol 19 Issue 2 "Thank You" Ad **and** December Brevard Business News "Thank You" Ad
- Included in social media outreach





2023 Sponsorship Opportunities

Stage Sponsor - \$2,000

Qty Available: 2

Includes:

- Premiere seating near the Master of Ceremonies stage area
- Logo placement on signage at MC stage location
- Logo placement on LightUpViera.com as Stage Sponsor level, including hyper-link to your website, as well as placement on VieraCommunityInstitute.com supporter page for 2023-2024 calendar year
- Acknowledgment in Viera Vision: Vol 19 Issue 2 "Thank You" Ad **and** Brevard Business News "Thank You" Ad
- Included in social media outreach

Entertainment Sponsor - \$1,000

Qty Available: 5

Includes:

- Announcement of your sponsorship during parade by the Master of Ceremonies on the route
- Logo placement on LightUpViera.com as Entertainment Sponsor level, including hyper-link to your website, as well as placement on VieraCommunityInstitute.com supporter page for 2023-2024 calendar year
- Acknowledgment in Viera Vision: Vol 19 Issue 2 "Thank You" Ad **and** December Brevard Business News "Thank You" Ad
- Included in social media outreach

Food Truck Area Sponsor - \$1,000

Qty Available: 6 (set up in food truck area or along parade route)

Includes:

- Ability to set up tent and distribute business materials and promotional items
- Included in social media outreach





SATURDAY DECEMBER 2, 2023 | PARADE SPONSORSHIP REQUEST SELECT SPONSORSHIP LEVEL

Fireworks - (2) \$10,000

Holiday Themed Floaton Sponsor - (4) \$5,000

☐ Emerson the Snowman
 ☐ Fiddlesticks the Mouse
 ☐ Gingersnap the Elf
 ☐ Christmas Tree

Specialty Float Sponsor - (4) \$5,000

☐ Candy Land
 ☐ Let It Snow
 ☐ Military
 ☐ State Fair

☐ Band Sponsor - (5) \$2,500
 ☐ Stage Sponsor - (2) \$2,000

☐ Entertainment Sponsor - (5) \$1,000
 ☐ Food Truck Area Sponsor - (6) \$1,000

Name of organization _____

Contact Person _____ Title _____

Mailing address _____ City/Zip _____

Work Telephone _____ Cell _____

Email _____

Signature _____ Date _____

Please include script for Master of Ceremonies (example: holiday greeting/description of your organization, etc) _____

Please note that in event that Light Up Viera must be canceled due to governmental order (including but not limited to, due to COVID-19 or other pandemic, riot, or civil unrest) and such cancellation occurs November 1 or later, all sponsorship fees will be non-refundable.

Further, in the event that Light Up Viera must be canceled due to rain, hurricane, or other acts of God, and such cancellation occurs November 26 or later, all sponsorship fees will be non-refundable.

Please return the signed request via email to: events@viera.com

Refer questions to: Laurie.Widzowski@viera.com

Invoices for sponsorships will be sent to you upon receipt of your selection.



For more information: **321.255.4500 | events@viera.com**

The Viera Community Institute, Inc. is a not-for-profit corporation duly incorporated and in good standing under the laws of Florida. The Institute is organized to foster the health, harmony and well-being of the Viera community by facilitating education, environmental, cultural and charitable activities and outreach programs within Viera and Brevard County. Although the Institute is a not-for-profit organization, it is currently not exempt from Federal income tax and neither contributions nor gifts to the institute are deductible as charitable contributions for Federal income tax purposes.

VieraCommunityInstitute.com

