



2020 SPONSORSHIP PACKAGES

EVENT PROFILE

The Grand Slam Parade, in its 16th year, is the kick-off to the annual Little League World Series® in Williamsport, Pennsylvania and will welcome the 16 teams that have made it to the 2020 event. The 2019 parade had over 40,000 people in attendance. WYOU-TV, the CBS affiliate out of Wilkes-Barre/Scranton, is our broadcast television partner and will air it live on their main station. Participants include all 16 Little League teams, a former Major League Baseball Player/Manager (TBA), regional and local marching bands, dance groups, floats, fire trucks and much more. The Parade begins at the intersections of Susquehanna Street and West Fourth Street and moves up Fourth Street past City Hall, ending at Market Street. Over 100 units showing their stuff along the parade route, with bleachers along the way and plenty of sidewalk space to cheer.



DATE AND TIME: Wednesday, August 19, 5:30pm - 8:00pm

ANTICIPATED ATTENDANCE: 40,000+

TARGET AUDIENCE: Families, youth, teens, adults and seniors

LOCATION: Susquehanna and West Fourth Streets to Market and West Fourth Streets, Williamsport

\$15,000 – TV Broadcast Package – 1 Available

- Sole sponsor of television production of parade on WYOU
- Lead mentions on all television spots associated with pre-promotion of parade
- 12 company guests at VIP review reception located at Community Arts Center
- Company representative interviewed live during parade by WYOU
- Included in all pre-promotion of event as television broadcast sponsor including radio, print, and television
- Promotional mentions throughout the evening from the grandstand
- Television drops with your company logo throughout the broadcast
- Opportunity for promotional giveaway associated with VIP reception
- Autographed Baseball Bat and Baseball by Major League Player/Manager
- Owner's Box Sponsor at Grand Slam Breakfast on August 20th



\$15,000 – Hall of Fame Package – 1 Available

- Sponsor of Major League Player/Manager as Grand Marshal for the 2020 Parade
- 12 company guests at VIP review reception located at Community Arts Center
- Company representative interviewed live during parade
- Full page ad in parade program adjacent to photo and bio page of Major League Player/Manager
- Included in all pre-promotion of event as sponsor of player including radio, print, and television
- Promotional mentions throughout the evening from the grandstand
- Television drops with your company logo throughout the broadcast
- Autographed Baseball Bat and Baseball by Major League Player/Manager
- Owners Box Sponsor at Grand Slam Breakfast on August 20th



\$10,000 – Parade Pin Sponsor 1 Available

- Your message attached to 2000 parade pins with 1000 given for own promotion
- Promotional mentions throughout the evening from the grandstand
- Included in pre-promotion of event as sponsor
- Television drops with your company logo throughout the broadcast with live sponsor interview by WYOU
- 10 company guests at VIP review reception located at Community Arts Center
- Luxury Box Sponsor at Grand Slam Breakfast on August 20th
- Full page ad in parade program citing your business as pin sponsor as well as any additional promotional information
- Autographed Baseball Bat and Baseball by Major League Player/Manager



\$7,500 – Local High School Band Package - 1 Available

- Included in pre-promotion of event as sponsor of all high school bands
- 8 company guests at VIP review reception located at Community Arts Center
- Company representative interviewed live during parade by WYOU during one of the high school band performances
- Full page ad in program
- Promotional mentions throughout the evening from the grandstand
- Television drops with your company logo throughout the broadcast
- Luxury Box Sponsor at Grand Slam Breakfast on August 20th
- Autographed Baseball Bat and Baseball by Major League Player/Manager



\$6,500 – Float Safety Package – 2 Available

- Promotional mentions throughout the evening from the grandstand as the Float Safety sponsor
- 6 company guests at VIP review reception located at Community Arts Center with representative interview on WYOU
- Logo on 150 t-shirt sleeves to be worn by Float Safety Walkers
- 20 t-shirts for company
- Included in pre-promotion of event as sponsor
- Full page ad in parade program
- Autographed Baseball by Major League Player/Manager
- Company logo in television drops on WYOU broadcast
- Company representative in photo op for check presentation to Williamsport YMCA for providing 100 Little League Team Float walkers
- Luxury Box Sponsor at Grand Slam Breakfast on August 20th



\$5,000 – Float Awards Package 5 Available

- Promotional mentions throughout the evening from the grandstand as an Awards sponsor
- 6 company guests at VIP review reception located at Community Arts Center
- Company Name/Logo imprinted on award
- Award named after sponsor for 2020
- Included in pre-promotion of event as sponsor
- Full page ad in parade program
- Autographed Baseball by Major League Player/Manager
- Company logo television drops on WYOU broadcast
- Dugout Box Sponsor at Grand Slam Breakfast on August 20th



\$3,500 – Entertainment Sponsor Package - 6 Available

- Promotional mentions throughout the evening from the grandstand as Entertainment sponsor
- Banner with your logo marched in the parade introducing the entertainment (banner design included as part of sponsorship)
- 4 company guests at VIP review reception located at Community Arts Center
- Full page ad in program
- Television drops with your company logo throughout the broadcast on WYOU
- Grand Slam Breakfast Dugout Box Sponsor on August 20th



\$2,500 – Team & Umpire Floats Sponsor Package - 17 Available

- Sponsor of 1 of the 17 floats that will be carrying the 16 Little League teams and Little League Umpires
- Sponsor banner placed on back of the float (banner design included as part of sponsorship)
- 4 company guests at VIP review reception located at Community Arts Center
- Promotional mentions throughout the evening from the grandstand
- Included in pre-promotion of event as sponsor
- Half page ad in parade program
- Grand Slam Breakfast Dugout Box Sponsor on August 20th
- Television mentions on WYOU for your company as a float sponsor



\$1,000 – Division Sponsor Package - 11 Available

- Banner with your logo marched in the parade introducing a division unit (banner design included as part of sponsorship)
- Promotional mentions throughout the evening from the grandstand
- Included in pre-promotion of event as sponsor
- 2 company guests at VIP review reception located at Community Arts Center
- Half page ad in parade program
- Television mentions on WYOU for your company as a division sponsor
- Grand Slam Breakfast Field Box Sponsor on August 20th



Sponsorship commitment deadline is July 1, 2020 and is available on a first sponsorship received basis. Please call Jason Fink at 570.320.4213 or email jfink@williamsport.org for further information or questions regarding the *Grand Slam Parade*. The *Grand Slam Parade* is produced by the Lycoming County Visitors Bureau which is a program of the Williamsport/Lycoming Chamber of Commerce.

Grand Slam Parade Sponsor Commitment Form

Sign our company up for:

	Available	Price
<input type="checkbox"/> TV Broadcast Sponsor Package	1	\$15,000
<input type="checkbox"/> Hall of Fame Sponsor Package	1	\$15,000
<input type="checkbox"/> Parade Pin Sponsor Package	1	\$10,000
<input type="checkbox"/> Local High School Band Sponsor Package	1	\$7,500
<input type="checkbox"/> Float Safety Sponsor Package	2	\$6,500
<input type="checkbox"/> Float Awards Sponsor Package	5	\$5,000
<input type="checkbox"/> Entertainment Sponsor Package	6	\$3,500
<input type="checkbox"/> Team & Umpire Floats Sponsor Package	17	\$2,500
<input type="checkbox"/> Division Sponsor Package	11	\$1,000

Total: _____

Name

Company Name

Address

Email

Phone

Method of Payment

- ☐ Check
☐ Bill Me
☐ Visa
☐ MasterCard
☐ American Express

Credit Card #

CSC #

Exp. date

Signature

Email form to: jfink@williamsport.org

Fax form to: 570.321.1209

Mail form to: Lycoming County Visitors Bureau, 102 West Fourth Street,
Williamsport, PA 17701