



59th Annual CHRISTMAS BOAT LANE PARADE

SATURDAY, December 12, 2020

presented by the cities of Clear Lake Shores, Kemah,
League City, Nassau Bay & Seabrook

Marketing Opportunities

(call for deadlines)

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 plaque presented at Awards Brunch

TITLE SPONSOR | \$10,000 (Exclusive) - Receives standard items plus:

Title sponsor recognition on www.clearlakearea.com banner Ad.

- Link and 50 words on Boat Parade page on www.clearlakearea.com.
- Title sponsor recognition with website on purchased advertising in Galveston and Harris counties.
- Title sponsor recognition on official parade skipper's bags.
- Title sponsor recognition on official parade shirts.
- Title sponsor recognition in social media and event publicity before and after parade.
- Opportunity to send a representative to ride on the Lead boat.
- Opportunity to place a banner on the Lead boat.
- Invitation for four representatives to view the parade from the judge's area.
- 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 ten guests at Awards Brunch at South Shore Harbour Resort.
- Title sponsor plaque presented at Awards Brunch.
- Personal presentation of a top award given to a parade winner at the Awards Brunch.
- Opportunity to present a Mayor's award to a boater if you are a City (you provide this award).
- Opportunity to place a banner and have an exhibitor's table at the Awards Brunch.
- Ten official parade shirts.
- Commemorative plaque.
- Five Skipper's bags.
- Advertisement in New Teachers' Luncheon program for Clear Creek ISD in August. (program print deadline July 15)
- Advertisement in the "On the Horizons" email blast to the chamber membership. (you choose the month)

PRESENTING SPONSOR - \$7,500- Receives standard items plus:

- Listing on Annual Christmas Boat Lane Parade Shirts (if confirmed by October 1st).
- Presenting sponsor recognition in event publicity before and after parade.
- Name on Chamber weekly window emails in parade banner October – December.
- 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.
- Personal presentation of one of the top awards given to a parade winner at the Awards Brunch (FOR CITY SPONSORS: Opportunity to present your own Mayor's Award (you provide award) and one vehicle pass for four representatives to view parade from judge's location).
- Link and 30 words on Boat Parade page on www.clearlakearea.com.
- Eight official parade shirts.
- Four Skipper's bags.

GOLD ANCHOR SPONSOR - \$5,000-Receives standard items plus:

- Four official parade shirts.
- 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.
- Personal presentation of one of the top awards given to a parade winner at the Awards Brunch. (FOR CITY SPONSORS: Opportunity to present your own Mayor's Award (you provide award) and one vehicle pass for four representatives to view parade from judge's location).

SILVER ANCHOR SPONSOR - \$3,000-Receives standard items plus:

- Link on Boat Parade page on www.clearlakearea.com; Awards Brunch tickets for two guests. (FOR CITY SPONSORS: Opportunity to present your own Mayor's Award (you provide award). Four Brunch tickets with reserved seating. One vehicle pass for two representatives to view parade from judge's location).

BRONZE ANCHOR SPONSOR - \$2,000-Receives standard items plus:

- (FOR CITY SPONSORS: Opportunity to present your own Mayor's Award (you provide award). Four Brunch tickets with reserved seating. One vehicle pass for two representatives to view parade from judge's location).

ANCHOR LINE SPONSOR - \$1,000-Receives standard items

INDIVIDUAL BOATER AWARDS - \$375, \$275 & \$175: 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.

SKIPPER'S BAGS - 100 items , no paper items

Items due to the Chamber by December 1st

59th Annual Christmas Boat Lane Parade

Saturday, December 12, 2020

Participation/Donation Confirmation

Plans are underway for the 59th Annual Christmas Boat Lane Parade produced by the Clear Lake Area Chamber of Commerce. This long-time tradition kicks off the holiday season and brings all nine cities together. Sponsors play a big part in the success of this event, we hope you can participate. Each skipper is given a bag filled with goodies from our business community. Your contribution to the bags would be greatly appreciated. Items are due by December 1st for your company to be included in the bags and listed in the Awards Brunch program.

On behalf of the sponsors and Board of Directors of the Clear Lake Area Chamber of Commerce thank you for supporting the Christmas Boat Lane Parade.

(Complete, sign and return to the Chamber by email shari@clearlakearea.com, fax 281-488-8981 or mail CLACC, 1201 NASA Parkway, Houston, Texas 77058)

YES! I am eager to support the 59th Annual Christmas Boat Lane Parade.
Circle your choice(s)

TITLE SPONSOR PRESENTING SPONSOR GOLD SPONSOR SILVER SPONSOR
BRONZE SPONSOR ANCHOR LINE SPONSOR SKIPPER'S BAG ITEMS (100 no paper)
FIRST PLACE SECOND PLACE THIRD PLACE

COMPANY NAME: -----

CONTACT: ----- PH: -----

EMAIL: -----

CONTACT'S SIGNATURE: -----

PAYMENT TYPE: Check Cash Credit Card PAYMENT DATE: -----

PAYMENT AMOUNT: \$ ----- CVC Code: ----- Exp: -----

CREDIT CARD #

Authorized Signature: -----

Sponsorship payments and donated items must be received by December 1, 2020

Information: www.clearlakearea.com