

SPONSORSHIP OPPORTUNITIES



Marina Del Rey Annual Holiday Boat Parade

HELMSMAN SPONSOR

FIRST MATE SPONSOR

CAPTAIN SPONSOR

COMMODORE SPONSOR

ADMIRAL SPONSOR

PRESENTING SPONSOR

Date and Schedule of Events

2nd Saturday in December

Fireworks Show - 5:55 pm

Boat Parade - 6:00 to 8:00 pm

Awards and After Party - 9:00 pm

Parade Route and Viewing Locations

The Main channel of Mdr harbor services as the parade route for the parade. Approximately 35,000 people view the parade each year. Some enjoy from a waterfront restaurant, their balcony at home or from the comfort of a hotel room. The public can view the parade and listen to live announcements free of cost at two locations.

Burton Chase Park - 13650 Mindanao Way

Fisherman's Village - 13755 Fiji Way

Parking

Public parking is available in Los Angeles County public parking lots throughout Mdr. Visit beaches.lacounty.gov for more information.

History

The Mdr Holiday Boat Parade is LA's favorite holiday event on the water! Since 1962, the boat parade has been made possible through the generous support of its sponsors. Multiple sponsorship levels are available to accommodate any size budget and provide a variety of benefits. Your sponsorship investment will directly align your company with one of West LA's most prominent holiday events of the season.

The parade organization is a volunteer-run, non-profit community organization that present the parade with support from corporate and community sponsors, in conjunction with the Los Angeles County Department of Beaches and Harbors. Each year a "Theme" and a "Grand Marshal" are chosen and announced several weeks before the parade.

Media

The Mdr Holiday Boat Parade receives a vast amount of media coverage through press releases and media alerts that result in numerous print articles and television coverage. The parade also receives news coverage from The Argonaut Newspaper, The Log, Boating Hour with Richard Horner Podcast, The Motorman, and Live Streaming Coverage. Additionally, TV coverage the day of event from local stations KABC - KNBC - KCBS - KTLA.

For more information visit us at mdrboatparade.org

All Sponsorship Levels include:

- Acknowledgment in The Argonaut Newspaper's Boat Parade Program (30K distribution)
- Sponsor logo and website link on our boat parade website
- Sponsorship acknowledgment from park announcer during live broadcast
- Inclusion in the live stream of the parade

Additional Benefits for each Sponsorship:

HELMSMAN SPONSOR

- Acknowledgment on MdR Holiday Boat Parade flyers, posters, press releases
- Two guests access to VIP party preceding boat parade
- Two guests access to VIP yacht during boat parade
- Two MdR Holiday Boat Parade gift bags

FIRST MATE SPONSOR

- Acknowledgment on MdR Holiday Boat Parade flyers, posters, press releases
- Restricted minimal social media posts, logo inclusion exposure
- Opportunity to participate as a judge at the boat parade
- Two guests access to VIP party preceding boat parade
- Two guests access to VIP yacht during boat parade
- Two MdR Holiday Boat Parade gift bags

CAPTAIN SPONSOR

- Acknowledgment on MdR Holiday Boat Parade flyers, posters, press releases
- Minimal social media posts, logo inclusion exposure
- Opportunity to participate as a judge at the boat parade
- Four guests access to VIP party preceding boat parade and opportunity to distribute and/or display promotional items at reception
- Four guests access to VIP yacht during boat parade
- Four MdR Holiday Boat Parade gift bags

ADMIRAL SPONSOR

- Acknowledgment on MdR Holiday Boat Parade flyers, posters, press releases
- Limited social media, logo inclusion exposure
- Opportunity to participate or nominate a judge at the boat parade
- Logo displayed on banner at the VIP reception
- Complimentary boat entry for the boat parade
- Photo opportunity for Admiral Sponsor and Grand Marshal
- Ten guests access to VIP party preceding boat parade and opportunity to distribute and/or display promotional items at reception
- Ten guests access to VIP yacht during boat parade
- Ten MdR Holiday Boat Parade gift bags

PRESENTING SPONSOR

- Exclusivity as the “Presenting Sponsor” of the MdR Holiday Boat Parade
- Recognition as “Presenting Sponsor” with prominent logo placement on MdR Holiday Boat Parade event flyers, posters, advertisement, website and press releases
- Logo and website link prominently displayed on MdR Holiday Boat Parade website/homepage
- Limited exclusive social media posts, logo and product/service inclusion exposure
- Opportunity to participate or nominate a judge at the boat parade
- Company logo displayed on banner at the VIP reception
- Complimentary boat entry for the boat parade
- Photo opportunity for Presenting Sponsor and Grand Marshal
- Twelve guests access to VIP party preceding boat parade and opportunity to distribute and/ or display promotional items at reception
- Twelve guests access to VIP yacht during boat parade
- Twelve MdR Holiday Boat Parade gift bags

The Marina del Rey Holiday Boat Parade is a 501 (c) (6) nonprofit organization.

**Your sponsorship donation is tax deductible. For tax purposes, our
Federal EIN Number is 95-4733458**

**Please make check payable to:
Marina del Rey Tournament of Lights
13967 Marquesas Way #50 • Marina del Rey, CA 90293
Or visit us at mdrboatparade.org to pay online**