



**City of Allentown
20th Annual Lights in the Parkway
Sponsorship Opportunities**

	Star Sponsor	Jingle Bell Sponsor	Snowflake Sponsor	Event Sponsor
Sponsor Benefit	\$5000	\$2500	\$1500	\$1000
Logo listed on Lights on the Parkway website	•	•	•	•
Admission Passes	•	•	•	•
Named in Press Release	•	•	•	
Included in Lights in the Parkway Radio Loop	•	•	•	
Signage along Lehigh Parkway	•	•		
Logo on Poster	•	•		
Logo listed on Admission Tickets	•			
Inclusion in TV advertising	•			
Inclusion in Print Advertising	•			