



## 2024 SPONSORSHIP PACKAGES

### EVENT PROFILE

The Grand Slam Parade, in its 18th year, is the kick-off to the 77th Little League World Series® in Williamsport, Pennsylvania and will welcome the 20 teams that have made it to the 2024 event. The 2023 parade had over 40,000 people in attendance. WNEP-TV, the ABC affiliate out of Wilkes-Barre/Scranton, is our broadcast television partner and will air it live on their main station. Participants include all 20 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 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:** Tuesday, August 13, 5:00pm - 7:30pm

**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

## \$20,000 – TV Broadcast Sponsor Package

- Sole sponsor of television production of parade on WNEP
- 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 WNEP
- 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 14th



## \$15,000 – Major League Player/Manager Fame Sponsor Package



- 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 14th



## \$10,000 – Grand Slam Pin Sponsor Package 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 coverage on WNEP
- 10 company guests at VIP review reception located at Community Arts Center
- Luxury Box Sponsor at Grand Slam Breakfast on August 14th



- 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

- 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 WNEP 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 14th
- Autographed Baseball by Major League Player/Manager



## \$6,500 – Float Safety Sponsor Package

- Promotional mentions throughout the evening from the grandstand as an Awards sponsor
- 6 company guests at VIP review reception located at Community Arts Center with representative interview on WNEP
- 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 WNEP 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 14th



## \$5,000 – Float Awards Sponsor 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 2024
- 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 WNEP broadcast
- Dugout Box Sponsor at Grand Slam Breakfast on August 14th





## **\$4,000 – Entertainment Sponsor Package**

- 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 WNEP
- Grand Slam Breakfast Dugout Box Sponsor on August 14th



## **\$3,000 – Team Floats Sponsor Package - 20 Available**

- Sponsor of 1 of the 20 floats that will be carrying the 20 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 Box Sponsor on August 14th
- Television mentions on WNEP for your company a float sponsor



## **\$1,500 – 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 WNEP for your company as a division sponsor
- Grand Slam Breakfast Field Box Sponsor on August 14th



**Sponsorship commitment deadline is July 1, 2024 and is available on a first sponsorship received basis. Please call Jason Fink at 570.320.4213 or email [parade@williamsport.org](mailto:parade@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:

<input type="checkbox"/> TV Broadcast Sponsor Package	1	\$20,000
<input type="checkbox"/> Hall of Fame Sponsor Package	1	\$10,000
<input type="checkbox"/> Parade Pin Sponsor Package	1	\$10,000
<input type="checkbox"/> Local High School Band Sponsor Package		\$7,500
<input type="checkbox"/> Float Safety Sponsor Package		\$6,500
<input type="checkbox"/> Float Awards Sponsor Package	5	\$5,000
<input type="checkbox"/> Entertainment Sponsor Package		\$4,000
<input type="checkbox"/> Team Floats Sponsor Package	20	\$3,000
<input type="checkbox"/> Division Sponsor Package	11	\$1,500

**SOLD**  
**SOLD**

**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: [parade@williamsport.org](mailto:parade@williamsport.org)

Fax form to: 570.321.1209

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