



2025 SPONSORSHIP PACKAGES

EVENT PROFILE

The Grand Slam Parade, in its 19th year, is the kick-off to the 78th Little League World Series® in Williamsport, Pennsylvania and will welcome the 20 teams that have made it to the 2025 event. The 2024 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 Maynard 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 12, 5:00pm - 7:30pm

ANTICIPATED ATTENDANCE: 40,000+

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

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

\$20,000 - **SOLD** Broadcast Sponsor Package

- Sole sponsor of television production of parade on WNEP
- Lead media promotion of event with pre-promotion of event
- 12 company logos on parade float located at Community Arts Center
- Company representative interviewed live during parade by WNEP
- 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
- Opportunity for promotional giveaway associated with VIP reception
- Autographed Baseball Bat and Baseball by Major League Player/Manager



\$15,000 – Hall of Fame Sponsor Package

- Sponsor of Major League Player/Manager as Grand Marshal for the 2025 Parade
- 8 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
- Table of 8 at Sponsor at Grand Slam Breakfast on August 13th



\$10,000 - **SOLD** Pin Sponsor Package

- 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 promotion on WNEP
- 6 company guests at VIP review reception located at Community Arts Center
- Autographed Baseball Bat and Baseball by Major League Player/Manager
- Full page ad in parade program citing your business as pin sponsor as well as any additional promotional information
- Table of 8 at the Grand Slam Breakfast on August 13th



\$7,500 – Local High School Band Package

- Included in pre-promotion of event as sponsor of all high school bands
- 4 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
- 6 seats at the Grand Slam Breakfast on August 13th
- 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
- 4 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
- 6 seats at the Grand Slam Breakfast on August 13th



\$5,000 – Float Awards Sponsor Package

- Promotional mentions throughout the evening from the grandstand as an Awards sponsor
- 4 company guests at VIP review reception located at Community Arts Center
- Company Name/Logo imprinted on award
- Company invited to participate in awards presentation
- 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
- 6 seats at the Grand Slam Breakfast on August 13th



\$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)
- Full page ad in program
- Television drops with your company logo throughout the broadcast on WNEP
- 5 seats at the Grand Slam Breakfast on August 13th



\$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 banners placed on each side of the float (banner design included as part of sponsorship)
- Promotional mentions throughout the evening from the grandstand
- Included in pre-promotion of event as sponsor
- Half page ad in parade program
- 5 seats at the Grand Slam Breakfast on August 13th
- Television mentions on WNEP for your company a float sponsor



\$1,500 – Division Sponsor Package

- 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
- Half page ad in parade program
- Television mentions on WNEP for your company as a division sponsor
- 4 seats at the Grand Slam Breakfast on August 13th



Sponsorship commitment deadline is July 31, 2025 and is available on a first sponsorship received basis. Please call Jason Fink at 570.320.4213 or email 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	Price SOLD
<input type="checkbox"/> Hall of Fame Sponsor Package	1	\$15,000
<input type="checkbox"/> Parade Pin Sponsor Package	1	SOLD
<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		\$5,000
<input type="checkbox"/> Entertainment Sponsor Package		\$4,000
<input type="checkbox"/> Team Floats Sponsor Package	20	\$3,000
<input type="checkbox"/> Division Sponsor Package		\$1,500

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

Fax form to: 570.321.1209

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