



Victorian Sleighbell Parade & Old Christmas Weekend

SPONSORSHIP OPPORTUNITIES — 2026 EDITION

Victorian Sleighbell Parade and Old Christmas Weekend brings our community together for a celebration throughout downtown Manistee. Choose the experience you would like to help make possible. Every partner receives recognition and a connection to the part of the weekend they support.

ROYAL VICTORIAN EVENT PARTNER | \$7,500 | One available

Help bring the full weekend to life. Event-wide presenting recognition, such as “Victorian Sleighbell Parade and Old Christmas Weekend presented by [Partner]”; prominent name and logo on event advertising where sponsor recognition is included, including print, digital and radio; front-of-guide logo; linked logo on the event website; dedicated social media recognition; mention in event announcements; post-event recognition and event recap. First opportunity to renew for the following year.

GRAND VICTORIAN SOUND & LIGHT PARTNER | \$3,000 | One available

Bring the after-parade gathering to life. Naming recognition for the after-parade sound and light experience; prominent banner or signage near the central downtown gathering area; logo on the event website and printed guide; recognition in after-parade social media; mention in applicable event announcements; opportunity for a branded giveaway, subject to event coordination; post-event recognition.

GILDED VICTORIAN FIREWORKS PARTNER | \$2,500 | One available

Help create a memorable finish to parade night. Naming recognition for the fireworks display; prominent banner or signage near the downtown fireworks viewing area; logo on the event website and printed guide; recognition in fireworks social media; mention in applicable event announcements; opportunity for a branded giveaway, subject to event coordination; post-event recognition.

SANTA’S VILLAGE PARTNER | \$2,000 | One available

Help families make memories at Santa’s Headquarters. Naming recognition, such as “Santa’s Headquarters presented by [Partner]”; prominent signage at Santa’s Headquarters; logo on the event website and printed guide; dedicated social media recognition; mention in applicable event announcements; opportunity to provide a branded giveaway or host a staffed activity at Santa’s Headquarters, subject to space and event coordination; sponsor photo or content opportunity; post-event recognition and recap.

SILVER SLEIGHBELL WEEKEND PARTNER | \$1,000 | Multiple available

Support the experiences that make the entire weekend possible. Name in the printed guide and on the event website; logo in a group social media thank-you for weekend partners; recognition in the post-event partner thank-you.

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RIVER STREET EAST TREE PARTNER | \$750 | One available

Help brighten River Street with a holiday tree. Recognition at the River Street east tree, including an opportunity to place a banner nearby; name in the printed guide and on the event website; option to decorate the tree within event guidelines; recognition in the post-event partner thank-you.

JINGLE BELL COMMUNITY PARTNER | \$500 | Multiple available

Join local supporters who keep this tradition going. Name in the printed guide and on the event website; inclusion in a group partner thank-you after the event.

HOLIDAY CHEER RESTAURANT & CLUB PARTNER | \$250 | Multiple available

Show that your restaurant or club is part of the celebration. Name on the event website and inclusion in a group partner thank-you after the event.

Partnership details

Sponsor names, logos, giveaways, signage and on-site activities must be coordinated with the Sleighbell Committee. Placement and recognition depend on production deadlines and available space. Please contact us about a custom partnership if you have another way you would like to support the weekend!

Trademark use fee | \$250. Use of the Victorian Sleighbell Parade and Old Christmas Weekend trademark is a separate request and is not included with a sponsorship.

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Sponsorship commitment

Company Name:_____

Contact:_____

Email:_____

Sponsorship Amount:_____

Trademark Use:_____

Please make checks payable to City of Manistee Sleighbell and mail to:
70 Maple, Manistee MI 49660
(no refunds will be issued)