

FOURTH OF JULY PARADE

The Perks

	Premier \$5,000 Limit 3	Stars and Stripes \$1,000 Limit 3	Freedom \$500	Liberty \$250
Recognition in Social Media Posts	●	●	●	●
Mentioned on Website/Flyers	●	●	●	●
Recognition on Banners	●	●	●	
Preferred Float Placement in Line-up	●	●		
Logo on Tote Bags	●			
Signage at Ice Cream Social	●			

CELEBRATE AMERICA!

After decades without a Fourth of July parade, the Altoona Area Historical Society is proud to bring back this annual tradition even bigger than ever before!

From the same group that brought you the successful Altoona 150 parade in 2018, the Altoona Fourth of July Parade will travel down 8th Street with patriotic floats and everything red, white, and blue.

Your support helps us put on one of the best parades in central Iowa. Help us make Altoona a Fourth of July destination. With Adventureland and Prairie Meadows already putting on the largest fireworks displays in the state, the parade will be another reason for people to visit Altoona. Following the parade, people are invited meet for an ice cream social at Haines Park.

The Altoona Area Historical Society is a designated 501(c)3 non-profit organization. Federal Tax ID #20-0118182



OLDE TOWN LIGHTS

The Perks

	Powered by \$5,000 Limit 1	Platinum \$1,000 Limit 2	Gold \$500	Silver \$250
Recognition During Tree Lighting	●	●	●	●
Signs and Banners	Logo	Logo	Logo	Name
Social Media Posts	●	●	●	●
Email Blasts	●	●	●	
Banner Near Tree	●	●		
Branding Rights	●			
Speaking Opportunity	●			
Logo on LED Light Sticks	●			
Opportunity to Light the Tree	●			

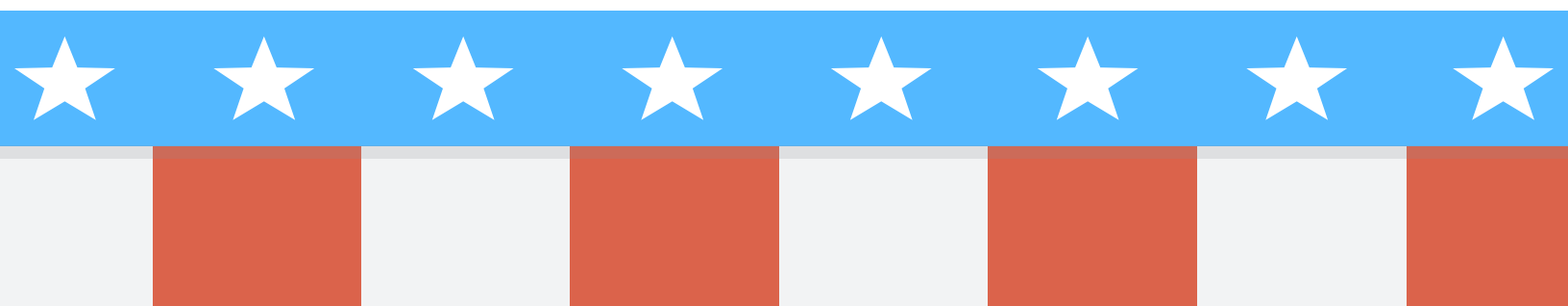
MERRY AND BRIGHT

Olde Town Altoona shines a little brighter for the holiday season with the expansion of Olde Town Lights. Color-changing lights atop the buildings of Olde Town are being extended along 1st Avenue, one of the most traveled streets through Altoona! Thousands of color-changing lights will brighten the historic neighborhood for the holiday season.

It all kicks off Saturday, November 26, immediately following the Christmas in Olde Town celebration. A special lighting program will be held at Townsend Park along 1st Avenue, including the lighting of the City Christmas Tree. In 2021, more than 200 people attended the tree lighting ceremony!

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City Tree Lighting



Christmas in OLDE TOWN

SATURDAY
NOVEMBER 27, 2022

Presenting **\$5,000** Carriage Rides **\$1,500** Santa's Workshop **\$1,000** Reindeer **\$500** Coloring Contest **\$350** Elf **\$250** Snowman **\$100**

Limit 1 Limit 1 Limit 1 Limit 3 Limit 1

The Perks

Mentioned in Email Blasts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recognized in Event Programs	Logo	Logo	Logo	Logo	Logo	Logo	Name
Event Thank You Signs	Logo	Logo	Logo	Logo	Logo	Logo	Name
Website Listing	Logo	Logo	Logo	Logo	Logo	Logo	Name
Social Media Posts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mentioned on PA System	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Free Booth Space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Branding Rights	Entire Event	Carriage Rides	Santa's Workshop	Reindeer Photo Op	Coloring Contest		
Logo on S'mores Kits	<input type="radio"/>						
Banner at Event Entrance/Exit	<input type="radio"/>						
Logo on Ornaments	<input type="radio"/>						
Speaking Opportunity	<input type="radio"/>						



AN ALTOONA HOLIDAY TRADITION

Christmas in Olde Town is a traditional community holiday event in the heart of historic Olde Town Altoona. The event features a day of FREE holiday entertainment, photos with Santa, food, crafts, reindeer, shopping and so much more!

Christmas in Olde Town was established in the 1990s to help promote the revitalization efforts underway in Olde Town. The event quickly became one of the most popular holiday events in Altoona. However, after several years, Christmas in Olde Town ended following the 2008 season. Altoona was left without its premiere holiday event for nearly 10 years until the Altoona Area Historical Society brought back the popular event in 2017.

Your sponsorship helps provide a family friendly holiday event for hundreds of Altoona area families. Each year, the event continues to grow, reaching more families, while also promoting the history of Altoona.

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ALTOONA AREA
HISTORICAL MUSEUM

SPONSORSHIP PACKAGES

Through December 31, 2022

ADMISSION

\$2,500

LIMIT 1

- Business logo will be featured on our sign as visitors first walk into the museum/front window.
- Recognition in museum brochures and on our website (i.e. Free admission supported by YOUR BUSINESS NAME)
- Free business membership to the historical society.
- Recognition on our social media throughout the year.

DISPLAY

\$500

- Business logo will be featured on small sign in one of the display cases on the main floor.
- Recognition on our website, AltoonaHistory.org
- Free business membership to the historical society.
- Recognition on our social media throughout the year.

WEBSITE

\$250

LIMIT 4

- Business logo will be featured on the front page of our website, AltoonaHistory.org
- Free business membership to the historical society.
- Recognition on our social media throughout the year.

HISTORYGRAM

\$150

LIMIT 4

- Business logo will be featured in each of our monthly historygram emails.
- Free business membership to the historical society.
- Recognition on our social media throughout the year.



PRESERVING HISTORY

The Altoona Area Historical Museum is located at 104 2nd Street SE, in the heart of Olde Town Altoona. The museum features objects related to Altoona history from the founding documents of the city to items we are actively collecting to help preserve our current history.

Each year the museum welcomes hundreds of visitors through its doors. The 150-year-old facility was first constructed as the community's general store by R. A. Crawford. Years later, it would become a hardware store, then eventually a fabric store, before becoming a museum in 2006.

The Altoona Area Historical Society maintains the building and your sponsorship helps with the restoration, display building, and operating expenses.

SPONSORSHIP FORM

Company: _____

Contact Name: _____

Address: _____

Email: _____

Phone: _____

Sponsorship Opportunities

- | | |
|--|---|
| <input type="checkbox"/> 4th of July Parade - Premier (\$5,000) | <input type="checkbox"/> Altoona Dazzle - Presenting (\$1,000) |
| <input type="checkbox"/> 4th of July Parade - Stars & Stripes (\$1,000) | <input type="checkbox"/> Altoona Dazzle - People's Choice (\$250) |
| <input type="checkbox"/> 4th of July Parade - Freedom (\$500) | <input type="checkbox"/> Altoona Dazzle- Clark Griswold (\$250) |
| <input type="checkbox"/> 4th of July Parade - Liberty (\$250) | <input type="checkbox"/> Altoona Dazzle - Traditional (\$250) |
| <input type="checkbox"/> Christmas in Olde Town - Presenting (\$5,000) | <input type="checkbox"/> Museum Sponsor - Admission (\$2,500) |
| <input type="checkbox"/> Christmas in Olde Town - Carriage Rides (\$1,500) | <input type="checkbox"/> Museum Sponsor - Display (\$500) |
| <input type="checkbox"/> Christmas in Olde Town - Workshop (\$1,000) | <input type="checkbox"/> Museum Sponsor - Website (\$250) |
| <input type="checkbox"/> Christmas in Olde Town - Reindeer (\$500) | <input type="checkbox"/> Museum Sponsor - Historygram (\$150) |
| <input type="checkbox"/> Christmas in Olde Town - Coloring Contest (\$350) | |
| <input type="checkbox"/> Christmas in Olde Town - Elf (\$250) | <input type="checkbox"/> Donation (\$_____) |
| <input type="checkbox"/> Christmas in Olde Town - Snowman (\$100) | <input type="checkbox"/> Business Membership (\$30) |
| <input type="checkbox"/> Olde Town Lights - Powered by (\$5,000) | |
| <input type="checkbox"/> Olde Town Lights - Platinum (\$1,000) | |
| <input type="checkbox"/> Olde Town Lights - Gold (\$500) | |
| <input type="checkbox"/> Olde Town Lights - Silver (\$250) | |

TOTAL: \$_____

Signature: _____ Date: _____

Please send your completed sponsorship form and any questions to Alex Payne at altoonahistory@gmail.com.
Address checks to **Altoona Area Historical Society, 104 2nd Street SE, Altoona, Iowa 50009**.

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