



## 18<sup>TH</sup> GREAT HALLOWEEN LANTERN PARADE & FESTIVAL

**A Community That Creates Together  
is GREAT Together!**

Saturday October 28, 2017

The 18<sup>th</sup> annual **Great Halloween Lantern Parade**, Baltimore's most spectacular artist-led community event, will draw more than 12,000 parade makers and spectators to Patterson Park on October 28. Thousands of people of all ages will carry their handmade lanterns, created in free school-based and public workshops, and march together along with stiltwalkers, illuminated sculptures, bands, performers, and floats to create the magical, light-filled procession through the park. Since 2000, the Creative Alliance has produced the **Great Halloween Lantern Parade** in collaboration with Friends of Patterson Park. The illuminated evening procession is preceded by an afternoon Lantern Festival with hayrides, lantern making, crafts, autumn fare, and free family fun.

**Join in the fun and become a sponsor today!**

**CREATIVE  
ALLIANCE**  
AT THE PATTERSON

CREATIVEALLIANCE.ORG | 410 276 1652



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### Sponsorship Packages

#### Stilt Walker \$2,500

- Company/organization's logo listed on signage at Lantern Making Tent in Patterson Park
- Company/organization's name displayed on CA's Big Thanks webpage
- Complimentary tickets for 2 to the GLOW BALL at The Patterson after the Parade
- Table at the Festival to distribute corporation giveaways and handouts
- Recognized in press releases and emails sent to 25,000 Creative Alliance patrons
- Company/organization will be acknowledged on a poster displayed at our community Lantern-Making workshops
- Company/organization's name will be included in the Lantern Parade video distributed in 2018 on Creative Alliance's website and shown before all community based Lantern-Making Workshops.
- Company/organization's banner displayed at the Lantern Festival site (*banner provided by sponsor; drop off at Creative Alliance by 10/16/16*)
- Invitation to view the Parade from CA's VIP Tent in Patterson Park

#### Luminary \$5,000 *All benefits above, plus*

- Company/organization's name on Lantern Parade print and promotional bilingual materials including 5,000 print calendars, 6,000 postcards, 2,000 workshop flyers, parade maps and other advertisements.

#### Grand Marshall \$10,000 *All benefits above, plus*

- Company/organization's representative is recognized on Lantern Parade stage and gives brief remarks to crowd
- 2 VIP passes for reserve parking on Linwood Avenue

#### Presenting Sponsor \$15,000 *All benefits above, plus*

- Acknowledged on The Patterson Marquee for one week prior to the Lantern Parade & Festival
- 5 VIP passes for reserve parking on Linwood Avenue