

As our festival continues to grow- with expanded attractions and thousands of attendees- we are evolving our sponsorship structure to create more *meaningful visibility* and *stronger partnerships* for local and regional businesses. This year marks the first step in that evolution.



With a high-traffic website, 300k social media views, and marketing stretching past state lines, an AOP partnership is the perfect opportunity to dominate festival traffic by directing attention to your business during the busiest weekend of Oregon's year.

We invite you to read on to see how your company can benefit from partnering with our marketing efforts.



*Capture festival  
foot traffic!*

*Be remembered after  
the crowd leaves!*

## Autumn on Parade Partnership Opportunities



Elevate your visibility with intentional advertising during Autumn on Parade.

Through 56 years, our festival continues to bring our community together for a weekend of tradition, connection, and celebration.

Show up where your audience is already paying attention. Be remembered when the crowd leaves.

**Presenting Sponsor \$7,000**

*A unique one business sponsorship*

- Black and white logo on AOP volunteer t-shirts
- Largest color logo placement on Sponsor Billboard
- Mention in select pre-festival media interviews & announcements made during festival
- Color logo as clickable link on AOP's website sponsor page
- Lead parade position (one Div. A entry)
- 4 VIP parking passes

**Heritage Sponsor \$5,000**

*High visibility for your company; reserved for 3-5 businesses*

- Logo as clickable link on AOP's website sponsor page
- Color logo placement on Sponsor Billboard
- Recognition in select pre-festival media interviews & announcements made during festival
- 1 complimentary parade entry (Div. B)
- 2 VIP parking passes

**Fun Zone Sponsor \$3,000**

*Reserved for 3-5 businesses*

- Color logo placement on Sponsor Billboard + AOP website sponsor page
- Mention in pre-festival live radio interviews
- Recognition in public announcements during festival
- 1 complimentary parade entry (Div. C)
- 2 VIP parking passes

**Premium Sponsor \$1,500**

- Color logo placement on Sponsor Billboard + AOP website sponsor page
- Recognition on website sponsor page and in public announcements made during festival

**Festival Sponsor \$500**

- Recognition on: website sponsor page, social media, Sponsor Billboard, and in public announcements made during festival

**Upgrade Opportunities \$100**

*add-on; check all that apply*

- 1 dedicated social media post
- 1 titled activation point:
  - Official Coffee Stop
  - Saturday Morning Kick-off
  - Seating Area Sponsor

Direct questions to [autumnonparadeinfo@gmail.com](mailto:autumnonparadeinfo@gmail.com)

For more festival information visit us at [www.autumnonparade.com](http://www.autumnonparade.com)

**Yes! Secure our partnership!**

- Presenting ~~claimed!~~ ~~\$7,000~~
- Heritage \$5,000
- Fun Zone \$3,000
- Premium \$1,500
- Tractor Show \$1,500
- Festival \$500
- Upgrade Add On \$100 each

To be listed on our Sponsorship Billboard, payment must be received by August 1st.

Business Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Check enclosed     Please Invoice

*Signature* \_\_\_\_\_

*Title* \_\_\_\_\_

Mail completed form with payment to:  
P.O Box 234 - Oregon, IL 61061  
before August 1<sup>st</sup>, 2026