

HARTLAND
HOMETOWN CELEBRATION PARADE
“AMERICA250”

June 28, 2026

PARADE SPONSORSHIP OPPORTUNITIES

Preparations are beginning for the 2026 Hometown Parade! This annual event relies on private financial support from our generous neighbors and businesses. This 100+ year old tradition is an integral part of the community that brings hundreds of spectators to the streets of Hartland annually. **Sponsorship offers great visibility for your business!**

ALL sponsors will be sent a Thank You letter that can be proudly displayed at your business. A Thank You ad will be placed in our weekly Village e-newsletter, as well as on the Village’s website and Facebook page.

Please consider sponsoring America’s 250th anniversary parade!

Levels of sponsorship:

PRESENTING SPONSOR – \$5,000 (ONE AVAILABLE)

- Exclusivity as the presenting parade sponsor
- “Presented by” listing with your logo on all parade marketing
- Your logo on the lead banner in the parade followed by your float/parade entry
- Your logo on Hometown Celebration flyers and sponsor banner at Nixon Park
- Opportunity to participate on the judge panel and award the most outstanding presentation of “America250” to a parade entry
- First right of refusal for the following year Presenting Sponsorship
- Thank you letter that can be proudly displayed at your business

PLATINUM SPONSOR – \$3,000

- Your logo on all parade marketing
- Your logo on Hometown Celebration flyers and sponsor banner at Nixon Park
- Entry for float or vehicle in the parade
- Opportunity to have a member of your company be a parade judge
- Thank you letter than can be proudly displayed at your business

DIAMOND SPONSOR – \$1,000

- Your logo on all parade marketing
- Entry for float or vehicle in the parade
- Opportunity to have a member of your company be a parade judge
- Thank you letter that can be proudly displayed at your business

GOLD SPONSOR – \$500+

- Your logo on all parade marketing
- Entry for float or vehicle in the parade
- Thank you letter that can be proudly displayed at your business

SILVER SPONSOR – \$100+

- Entry for float or vehicle in the parade
- Thank you letter that can be proudly displayed at your business

1776 - 2026
AMERICA250
HARTLAND, WI

HARTLAND
HOMETOWN CELEBRATION PARADE
June 28, 2026

SPONSOR INFORMATION
I WOULD LIKE TO SUPPORT HARTLAND'S
"AMERICA250" PARADE BY BECOMING A:

- PRESENTING SPONSOR - \$5,000 DONATION**
- PLATINUM SPONSOR - \$3,000 DONATION**
- DIAMOND SPONSOR - \$1,000 DONATION**
- GOLD SPONSOR - \$500+ DONATION**
- SILVER SPONSOR - \$100+ DONATION**

A check is enclosed for: \$ _____ (Payable to Village of Hartland)

NAME: _____

ADDRESS: _____

EMAIL: _____

THANK YOU for supporting our community!
Contact Sandee Policello: 262-367-2714 or
sandeep@villageofhartland.wi.gov

1776 - 2026
AMERICA250
HARTLAND, WI