

PARADE OF NATIONS FACT SHEET

What: Parade of Nations and Multicultural Festival

When: Saturday, September 16, 2017

Theme: Think Globally, Celebrate Locally

Who: Michigan Technological University, Finlandia University and community businesses

Where: The parade begins at 11 a.m. on Quincy Street in downtown Hancock. It will cross the bridge and move east on Shelden Avenue through downtown Houghton, ending at the Dee Stadium. The multicultural festival is from 12:00 pm to 3:00 p.m. at the Dee Stadium. Admission is free.

Why: The festivities embrace the multi-cultural heritage and rich history of the Keweenaw and is one of the largest regional events each autumn. In fact, Hancock and Houghton will host more than 3,000 visitors who come to watch the parade and enjoy the extraordinary international cuisine and entertainment at the historic Dee Stadium.

How you can participate: This is a great opportunity for your business/organization/department to receive favorable exposure and benefits by supporting the Parade of Nations:

Donation Tiers

- Gold Package \$2,000+
 - o Exclusive activity or event sponsorship “Presented by” status on website, Facebook, print ads, and radio announcements
 - o Plus Silver, Copper, Iron and Agate Packages
- Silver Package \$500-\$1999
 - o Company or organization banner* placement at the Dee Stadium (approximately 3,000 attendees) in proximity to sponsored activity
 - o Plus the Copper, Iron and Agate Packages
- Copper Package \$200-\$499
 - o Listed as a donor on the Parade of Nations Banner** placed outside at the Dee Stadium (approximately 3,000 attendees)
 - o Listed as donor on print ads, and radio interviews
 - o Plus the Iron and Agate Packages
- Iron Package \$50-\$199
 - o Recognition in the Multicultural Festival program brochure and several mentions by the MC during the Festival
 - o Plus the Agate Package
- Agate Package \$20-\$49
 - o Free Parade of Nations 2013 t-shirt
 - o Listed as donor on website & Facebook
- Greenstone Package Gift Certificate and/or Product for Trivia Contest
 - o Listed as donor on Parade of Nations website & Facebook

*Banner and artwork provided by sponsor.

** Banner provided by Parade of Nations and logo provided by sponsor in all marketing materials listed. Submit logo to Laura Givens lgivens@mtu.edu by August 1 deadline.

Please contact us at 487-2160 or ips@mtu.edu if you have any questions.