PARADE OF NATIONS FACT SHEET

What: Parade of Nations and Multicultural Festival

When: Saturday, September 21, 2019

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+**
  - Listed on the Gold sponsor banner in the Parade
  - Mentioned as a Gold sponsor in Parade of Nations "Facebook sponsored ads"
  - Plus Silver, Copper, Iron and Packages

- **Silver Package $500-$1,999**
  - Company or organization banner* placement at the Dee Stadium (approximately 3,000 attendees) in proximity to sponsored activity
  - Mentioned as a donor in Radio interviews
  - Plus the Copper, and Iron Packages

- **Copper Package $200-$499**
  - Listed as a donor on Parade of Nations Banner** placed outside at the Dee Stadium (approximately 3,000 attendees)
  - Receive a Parade of Nations t-shirt
  - Plus the Iron Package

- **Iron Package $75-$199**
  - Listed as a donor on Parade of Nations website and Facebook page

*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.