



14th Annual Holiday Lighted Tractor Parade

Saturday, November 21, 2026 | GreenwichTractorParade.com



New! This year's sponsorships will include an advertisement in the printed Tractor Parade Guide. (see page 3)

Dear Supporter,

The Greater Greenwich Chamber of Commerce along with title sponsors Capital Tractor and Fort Miller Group are excited to announce the **14th Annual Holiday Lighted Tractor Parade**, scheduled for Saturday, November 21, 2026, in the Village of Greenwich.

What began as a hometown celebration has become one of the largest events in Washington County, attracting more than 15,000 people last year. This year's parade will feature more than 70 decorated tractors and festive floats as thousands gather to celebrate the start of the holiday season.

Each year, the Chamber partners with Fahy-Williams Publishing to produce the **Official Tractor Parade Guide**, a full color publication mailed to 11,000 homes before the parade. Families rely on it to plan their day, putting your business directly in front of thousands of potential customers. For the most exposure, our **sponsorship packages on page 3** include a discounted ad in the Guide plus additional recognition and promotion before, during and after the event.

Your sponsorship provides great exposure for your business and helps cover the costs of producing a safe and welcoming event, including staffing, volunteers, marketing and amenities. It also supports the Chamber's ongoing work for our business community and funds our annual scholarship for Greenwich Central School seniors pursuing studies in agriculture.

We invite you to join us as a 2026 sponsor and take advantage of the expanded benefits and added exposure this year. Details on sponsorship levels and included advertising opportunities can be found on page 2. To ensure recognition in the Guide and event promotions, please submit your sponsorship by Friday, October 16, 2026.

Thank you for helping us keep this special tradition strong. We look forward to partnering with you to make this year's parade our best yet.

Sincerely,

Evelyn Costello

Evelyn Costello

Vice Chair of the Greater Greenwich Chamber of Commerce and
Fundraising Chair of the Tractor Parade Committee

sponsorship@greenwichchamber.org | (516) 909-5171

Page 2 - About the Tractor Parade Guide
Page 3 - Sponsorship Packages
Page 4 - Application



About the Tractor Parade Guide

11,000 mailed copies | 25,000 readership

The Official Tractor Parade Guide will be delivered to more than 11,000 residents and businesses across Greenwich, Argyle, Cambridge, Easton, Fort Edward, Jackson and Salem, with additional copies distributed on parade day. A digital edition will be featured at GreenwichChamber.org and GreenwichTractorParade.com, extending your ad reach even further.

Why Advertise Your Business?

- An affordable way to reach residents and businesses across seven local towns
- A magazine quality guide that is kept and shared, keeping your business visible after parade day
- Visibility tied to one of the community's most celebrated events
- Local print plus digital exposure to help drive response
- Turn nearby residents into loyal customers

Advertising Specifications

Tractor Parade Guide trim size:
7.75" W x 9.125" H

DIAMOND SPONSOR

Choose a Full page ad or a Full Page Story

Full page ad | 8" x 9.375" (W x H)

Trim Size: 7.75" x 9.125" (W x H)

or

Full Page Story

2-3 high resolution images

approx. 400 words

PLATINUM SPONSOR

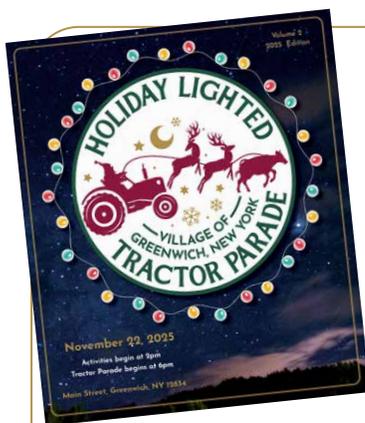
1/2 page ad | 7.25" x 4.25" (W x H)

GOLD SPONSOR

1/4 page ad | 3.5" x 4.25" (W x H)

SILVER SPONSOR

1/8 page ad | 3.5" x 2" (W x H)



Scan to view last year's guide



See how local businesses were featured in last year's edition

Where To Send Your Ad

Please send your ad materials to:

Darlene Ryan

darlene@fwpi.com

(315) 789-2475

Mon to Fri, 9am to 5pm

Need An Ad? We Can Help!

Ask for details about our free creative ad services.

Need More Ad Space?

We can upgrade your ad by one size.

Your Sponsorship Package credit applies to the included ad, and you pay only the difference.

Platinum (1/2 to Full Page) \$270

Gold (1/4 to 1/2 Page) \$180

Silver (1/8 to 1/4 Page) \$85



New this year!

Expanded sponsorship benefits that give your business even greater visibility in the community.

More Benefits. Exceptional Value.

**Sponsorship Deadline:
Friday, October 16**

SPONSORSHIP PACKAGES	DIAMOND \$3,000	PLATINUM \$2,000	GOLD \$1,000	SILVER \$500	BRONZE \$250
New! Advertisement in the Official <i>Tractor Parade Guide</i> (11,000 printed copies mailed to residents across seven local towns)	Full Page Ad or Full Page Story	1/2 page Ad	1/4 page Ad	1/8 page Ad	Business Listing
Website Listing with Link (greenwichtractorparade.com)	X Large Logo	X Medium Logo	X Small Logo	X Small Logo	X Listing
Social Media Posts with Tag (posted by the Greenwich Chamber)	X Individual Post	X Individual Post	X Individual Post	X Small Logo	X Listing
Email Announcement with Link (sent by the Greenwich Chamber)	X Large Logo	X Medium Logo	X Small Logo	X Small Logo	X Listing
FREE Parade Tractor Entry (sign-up on sponsorship application, pg 4)	X	X	X	X	X
Sponsor Decal (display at your place of business)	X	X	X	X	X
New! YouTube Live Stream Broadcast (mention during the parade broadcast)	X with Logo	X with Logo	X Mention		
New! Chamber Window Display (New Main Street Location, store front window display)	X	X	X		
Press release to Local Media	X Listing	X Listing			
New! WGNA radio Inclusion in promotional mentions leading up to parade (pending radio station approval)	X				

Need more ad space? See page 2.



Sponsorship Application

Deadline October 16, 2026

Yes, I would like to support the Holiday Lighted Tractor Parade at the following sponsorship level:

DIAMOND \$3,000

PLATINUM \$2,000

GOLD \$1,000

SILVER \$500

BRONZE \$250

FRIEND \$ _____

Ad Upgrade Option:

Your Sponsorship Package includes the ad size shown on page 3. Upgrade by one size and pay only the difference.

Platinum (1/2 to Full Page) \$270

Gold (1/4 to 1/2 Page) \$180

Silver (1/8 to 1/4 Page) \$85

Business/Organization: _____

Your Name: _____

Street or PO Box: _____

City: _____ State: _____ ZIP: _____

Email: _____

Phone: (_____) _____

Will you be entering a tractor into the parade? **Yes** **No**

Pay by Check

Complete this application and return by mail to:

**Greenwich Chamber
6 Academy Street
Greenwich, NY 12834**

Pay by Credit or Debit Card

Complete this form online to make a secure Credit or Debit Card payment.

GreenwichTractorParade.com



Please complete this form and submit payment by October 16, 2026 to ensure proper sponsorship recognition.

Need help choosing the right sponsorship package or have questions about submission deadlines and payment?

Contact the Chamber at sponsorship@greenwichchamber.org or (518) 692-7979, or contact Evelyn Costello directly at (516) 909-5171.

GreenwichTractorParade.com