



PARADE SPONSORSHIP OPPORTUNITIES 2017

Presenting Partner: \$100,000

- Category exclusivity as “presented by” sponsor
- Recognition in opening and closing productions with sponsor banners
- Santa float with sponsor banner
- Logo on dasher boards along Commerce Street in TV Zone
- 2 (:30 seconds each) TV spots (Commercials provided by partner)
- Minimum of 4 mentions in script
- Option to have a crowd pleaser with employees handing out
- Employee engagement opportunities through volunteering
- Logo or name mention on all marketing promotions
- Logo on parade website
- Logo on tickets
- 30 VIP tickets
- Option to have booth presence in pre-parade activities at Main Street and Belo Gardens

Drummer Boy Partner: \$30,000

- Sponsorship of all bands with sponsor banner
- Minimum of 2 mentions in script
- Employee engagement opportunities through volunteering
- Logo or name on all marketing promotions
- Logo on parade website
- 20 VIP tickets

Gold Star Partner: \$25,000

- Sponsorship of a float with sponsor banner
- Minimum of 2 mentions in script
- Employee engagement opportunities through volunteering
- Logo or name on all marketing promotions
- Logo on parade website
- 15 VIP tickets

Silver Star Partner: \$15,000

- Sponsorship of a giant inflatable balloon with sponsor banner
- Minimum of 1 mentions in script
- Employee engagement opportunities through volunteering
- Logo or name on all marketing promotions
- Logo on parade website
- 10 VIP tickets



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Sleigh Partner: \$10,000

- Sponsorship of tow vehicles for floats (10)
- Logo or name on door signs on vehicles
- Minimum of 1 mentions in script
- Employee engagement opportunities through volunteering
- Logo or name on all marketing promotions
- Logo on parade website
- 8 VIP tickets

Parks Partner: \$7,500

- Sponsorship of activities at either Belo Garden or Main Street Garden
- 4 activity booths in park
- Logo on park signage
- Minimum of 1 mentions in script
- Employee engagement opportunities through volunteering
- Logo on parade website
- 6 VIP tickets

Red Star Partner: \$5,000

- Sponsorship of a costume character with logo or name on door sign
- Minimum of 1 mentions in script
- Employee engagement opportunities through volunteering
- Logo on parade website
- 4 VIP tickets

Banner Carriers Partner: \$4,000

- Company logo on banner carrier vests
- Employee engagement opportunities through volunteering
- Logo on parade website
- 4 VIP tickets

Clowning Around Partner: \$2,500

- Company logo on items for clowns to pass out
- Logo on clown buttons
- Employee engagement opportunities through volunteering
- Logo on parade website
- 2 VIP tickets