



43rd JCI Santa Claus Parade
presents
Christmas Across Canada

2017 Parade Sponsorship Information

JCI Brantford Santa Claus Parade
PO Box 23007, Brantford ON N3T 6K4
226 - 227 - 5382

info@brantfordsantaclausparade.ca | www.brantfordsantaclausparade.ca

SPONSORSHIP			
SPONSORSHIP LEVELS	THE GRINCH \$500	FROSTY \$250	ELF \$125
Half Banner with Logo (carried in parade)	✓		
Logo on Flyer (Distributed to Downtown Businesses and Residences)	✓		
Listed as Parade Sponsor in Parade Announcement in Local Newspaper	✓	✓	
Logo & Link on Web Site	✓	✓	
Recognition at Participants and Volunteer Meetings	✓	✓	✓
Recognition on JCI Brantford and Parade Facebook Pages	✓	✓	✓

* All sponsorship that includes logos – businesses are responsible for submitting high-resolution images. *

Santa's Sleigh: \$5,000 (Top Sponsor)

Only one business can be the annual "Santa's Sleigh - Top Sponsor". This premier-level sponsorship will be promoted in a variety of exciting ways:

- Three (3) banners carried in the parade (production included) and one (1) on Santa's Sleigh
- Entry of two (2) company vehicles in the Parade
- Four (4) local media mentions including Rogers TV promo
- Logo and link on JCI Brantford Parade web site
- Recognition at the Participants and Volunteer Meetings
- Recognition through JCI Brantford and Parade Social Media (Facebook & Twitter Accounts)
- Invitation for two (2) to the Awards Dinner
- Recognition as an "Official Community Partner of JCI Brantford" on JCI Brantford web site throughout the entire year
- One advertisement/banner posted during JCI Christmas Tree Sales

Rudolph the Red-Nosed Reindeer: \$2,500 (One Sponsor)

- Two (2) banners carried in the parade (production included)
- Entry of one company vehicle in the Parade
- Three (3) local media mentions
- Logo and link on JCI Brantford Parade web site
- Recognition at the Participants and Volunteer Meetings
- Recognition through JCI Brantford and Parade Social Media (Facebook & Twitter Accounts)
- Invitation for two (2) to the Awards Dinner
- Recognition as an "Official Community Partner of JCI Brantford" on JCI Brantford web site throughout the entire year

"Olive the Other Reindeer": \$1,000

(Pick a Reindeer: Dasher, Dancer, Prancer, Vixen, Comet, Cupid, Donner, and Blitzen)

- One (1) local media mention
- Entry of one company vehicle in the Parade
- One (1) half-banner carried in the parade (production included)
- Logo and link on JCI Brantford Parade web site
- Recognition at the Participants and Volunteer Meetings
- Recognition through JCI Brantford and Parade Social Media (Facebook & Twitter Accounts)

Christmas Tree Hut Sponsor: \$500 (One Sponsor)

This is the FIRST entry down the Parade route; this entry goes out five minutes before the Parade starts, and gets the crowd excited!

- Two (2) local media mentions
- Logo and link on JCI Brantford Parade web site
- Recognition at the Participants and Volunteer Meetings
- Recognition through JCI Brantford and Parade Social Media (Facebook & Twitter Accounts)

***All sponsorship must be confirmed and payment received by Friday, November 3rd**