

Nov 30th, 2019 JCI Santa Claus Parade Sponsorship Opportunities

JCI Brantford Santa Claus Parade
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| SPONSORSHIP | | | |
|---|------------------|--------------|-----------|
| SPONSORSHIP LEVELS | THE GRINCH \$500 | FROSTY \$250 | ELF \$125 |
| Half Banner with Logo (carried in parade) | ☐ | | |
| Logo on Flyer Distributed to Businesses and Residences Along Parade Route | ☐ | | |
| 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 website
- 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
- ****new**** 50 Wire Lawn Signs posted along the Parade Route with your logo

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 website
- 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
- ****new**** 25 Wire Lawn Signs posted along the Parade Route with your logo

“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 website
- Recognition at the Participants and Volunteer Meetings
- Recognition through JCI Brantford and Parade Social Media (Facebook & Twitter Accounts)
- ****new**** 10 Wire Lawn Signs posted along the Parade Route with your logo

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 website
- Recognition at the Participants and Volunteer Meetings
- Recognition through JCI Brantford and Parade Social Media (Facebook & Twitter Accounts)

THANK YOU FOR YOUR CONSIDERATION AND SUPPORT OF ONE OF THE BEST PARADES IN ONTARIO