



## **2023 Chilliwack Rotary Christmas Parade** **Saturday December 2, 2023**

A phenomenal parade relaunch last year saw 15,000 people stream into Downtown Chilliwack for 90 minutes of pure holiday joy!

As crowds gathered in the frigid December temperatures, the bright and shiny faces of children screamed in delight at the wonderful holiday cavalcade.

**chillTV** streamed the parade live with total viewings to Christmas topping 22,000!

A success by any measure!

AND... we're back! Rotary and the City of Chilliwack are pleased to be able to return on December 2nd, 2023 with a brand new parade to set spark to Christmas.

The parade showcases our community & those who support it. It is the premier parade of the Fraser Valley... we are very excited about the ways you and your business can be involved! The Chilliwack Rotary Christmas Parade's advertising and social media presence mean the entire city is aware of the event & the contributions of our valuable partners, you!

We look forward to partnering with you to bring our much loved parade back to our community this Christmas!

Please check out the exciting packages... *thank you!*

# Platinum Christmas Tree



**PLATINUM sponsor! - ONE OF A KIND!**

**\$4,500** *benefits include:*

- **LIMITED – YOU ARE THE ONLY ONE!**
- Traditional Media recognition, through Radio & Newspaper, & [Rotary Christmas Parade website](#) .!
- Digital Media recognition, through Rotary & City of Chilliwack social media, **chillTV** advertising.
- Your logo at the beginning and end of the **chillTV** livestream.
- In Parade commentating as presented during **chillTV** livestream.
- **chillTV** promotes the recorded parade until Christmas – estimate 20,000 additional online viewers!
- “Platinum Sponsor” recognition on all the advertising posters throughout the city.

- Extra-large logo on Sponsor Float .
- Thank you recognition in newspaper.
- Framed certificate of Platinum level partnership
- Frameable thank you letter from Mayor of Chilliwack.
- Your logo on the official **chillTV** live webcast and viewable after the event on Rotary Christmas Parade Website & YouTube!
- OPTION for 2 Year Commitment at \$8,000, or \$4,000/year! You can decide after the parade!

## Emerald Mistletoe



**EMERALD sponsor – 2 available**

**\$3,500** *benefits include*

- **LIMITED – ONLY TWO AVAILABLE!**
- Traditional Media recognition, through Radio & Newspaper & [Rotary Christmas Parade website](#)!
- Digital Media recognition, through Rotary & City of Chilliwack social media, **chillTV** advertising.
- Your logo at the beginning and of the **chillTV** livestream.
- In Parade commentating as presented during **chillTV** livestream.
- **chillTV** promotes the recorded parade until Christmas – estimate 20,000 additional online.
- “Emerald Sponsor” recognition on all the advertising posters throughout the city.
- Large logo on Sponsor Float.

- Thank you recognition in newspaper.
- Frameable thank you letter from Mayor of Chilliwack.
- Your logo on the official **chillTV** live webcast and viewable after the event on Rotary Christmas Parade Website & YouTube!

## GOLD SHINING STAR



**\$2,500** *benefits include:*

- **RARE!** Shining Stars are indeed a rare breed...only 3 available!
- Traditional Media recognition, through Radio & Newspaper & new parade website!
- Digital Media recognition, through Rotary & City of Chilliwack Social Media, **chillTV** advertising & website, and [Rotary Christmas Parade website](#).
- In Parade commentating as presented during **chillTV** livestream.
- **chillTV** promotes the recorded parade until Christmas – estimate 20,000 additional online

- Medium sized logo on Sponsor Float
- “SHINING STAR Sponsor” recognition on all the advertising posters throughout the city.
- Your logo on the official **chillTV** live webcast and viewable after the event!
- Thank you recognition in newspaper
- Your logo on the official **chillTV** live webcast and viewable after the event on Rotary Christmas Parade Website & YouTube!

## SILVER BELLS



### **\$1,500** *benefits include:*

- Traditional Media recognition, through Radio & Newspaper
- Digital Media recognition, through Rotary & City of Chilliwack Social Media, **chillTV** advertising & website, and [Rotary Christmas Parade website](#).
- In Parade commentating as presented during **chillTV** webcast.
- Logo on Sponsor Float.
- “Silver Bells Sponsor” recognition on all the advertising posters throughout the city.
- Your logo on the official **chillTV** live webcast and viewable after the event!
- Thank you recognition in newspaper

## FROSTY THE SNOWMAN



### **\$1,000** *benefits include:*

- Traditional Media recognition, through Radio & Newspaper
- Digital Media recognition, through Rotary & City of Chilliwack Social Media, **chillTV** advertising & website, and [Rotary Christmas Parade website](#).
- In Parade commentating as presented during **chillTV** webcast.
- “Frosty The Snowman Sponsor” recognition on all the advertising posters throughout the city.
- Logo on Sponsor Float.
- Your logo on the official **chillTV** live webcast and viewable after the event!
- Thank you recognition in newspaper

**For more details contact:**

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