



SPONSORSHIP PROPOSAL

2024



Christmas
PARADE

Saturday, November 30, 2024



The Rotary Clubs of Chilliwack and the City of Chilliwack are proud to host this year's Chilliwack Christmas Parade on Saturday, November 30, 2024 in downtown Chilliwack. Last December approximately 15,000 people from across the Fraser Valley, and 22,000 viewers online, were entertained with 90 minutes of pure holiday joy. Our Christmas Parade could not happen without the generous local sponsors who are dedicated to building community and bringing spirit to the holiday season.



Christmas PARADE

ChilliwackChristmasParade.ca

Recognizing our Sponsors expands far beyond parade day through social media, print and online promotion; before, during and after the parade. Your brand (name and logo) will be publicized in print advertising, parade livestream; and on Facebook Pages (Christmas Parade and Rotary Clubs), then shared to local Facebook groups.

To learn more about becoming a sponsor, please review the attached sponsorship offerings. For more details, please contact our Christmas Parade Committee member **Dennis Swanson** • 604-644-7621 swanson1296@gmail.com



ALL SPONSORS will receive the following:

- Newspaper (and thank-you print ad)
- Event Poster
- Featured logos on ChilliwackChristmasParade.ca
- Livestream advertising (logo featured start/finish of livestream)

\$4,500

PLATINUM CHRISTMAS TREE

- **Extra Large logo** on Christmas Parade Sponsorship Float
- Logo as Platinum sponsor for all event promotions
- Social Media advertising (Rotary Clubs, City of Chilliwack, FB Groups)
- Pre-parade interview live-streamed
- Spotlight mentions by the commentators during the parade
- Complimentary float in parade in prime location
- Reserved seating for 10 people (family and friends), Location TBD
- Framed Certificate of Platinum Sponsor Partnership

\$2,500

GOLD SHINING STAR

- **Large logo** size on Christmas Parade Float Sponsorship Float
- Logo as Gold sponsor for all event promotions
- Social Media advertising (Rotary Clubs, City of Chilliwack, FB Groups)
- Complimentary float in parade
- Interview post feature on Facebook
- Framed Certificate of Gold Sponsor Partnership

\$1,000

SILVER BELLS

- **Logo** featured on Christmas Parade Float
- Logo as Silver sponsor for all event promotions
- Framed Certificate of Silver Sponsor Partnership

PRESENTING SPONSOR: Each year there is an opportunity to present the Chilliwack Christmas Parade as the Presenting Sponsor, (the parade's Principal Sponsor) which includes all of the benefits of the Platinum Sponsorship and more. For details, contact **Dennis Swanson** • 604-644-7621 swanson1296@gmail.com



THANK YOU

We appreciate your time, and we look forward to hearing from you soon. If you have any questions about the Rotary Clubs of Chilliwack and City of Chilliwack 2024 **Christmas Parade**, please contact our Project Manager **Gail Smit** • 778-878-0911 ProjectManager@ChilliwackChristmasParade.ca

Thank you for your interest in becoming a Sponsor.

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