



SPONSORSHIP PROPOSAL



Christmas
PARADE





The Rotary Clubs of Chilliwack and the City of Chilliwack are proud to host this year's Chilliwack Christmas Parade in downtown Chilliwack. Every year, we have approximately 15,000 people from across the Fraser Valley, and thousands of viewers online, that are 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.

The logo for the Christmas Parade, featuring the word "Christmas" in a large, red, cursive font with yellow stars, and "PARADE" in a smaller, blue, sans-serif font below it.

Christmas PARADE

ChilliwackChristmasParade.ca

A photograph of a young child wearing a pink and blue winter hat and a dark jacket, looking to the side.A photograph of a decorated parade float with the number 49 on it, featuring a large yellow bow and colorful lights.

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.



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
- Logo displayed on the widely viewed parade route map flyer
- Social Media advertising (Rotary Clubs, City of Chilliwack, FB Groups)
- Pre-parade interview video for social media and live-stream
- Spotlight mentions by the commentators during the parade
- Complimentary float in parade

\$2,500

GOLD SHINING STAR

- **Large logo** size on Christmas Parade Sponsorship Float
- Logo as Gold sponsor for all event promotions
- Logo displayed on the widely viewed parade route map flyer
- Social Media advertising (Rotary Clubs, City of Chilliwack, FB Groups)
- Complimentary float in parade

\$1,000

SILVER BELLS

- **Logo** featured on Christmas Parade Sponsorship Float
- Logo as Silver sponsor on event promotions

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.



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 **Christmas Parade**, please contact our Project Manager
Gail Smit • 778-878-0911 ProjectManager@ChilliwackChristmasParade.ca

Thank you for your interest in becoming a Sponsor.

JOY

Christmas
PARADE