



SPONSORSHIP PROPOSAL



Christmas
PARADE



The Rotary Clubs of Chilliwack, together with the City of Chilliwack, are proud to host this year's Chilliwack Christmas Parade. Every year, thousands of people gather downtown — or watch online — to share in the magic, music, and holiday joy. This beloved community tradition would not be possible without the generous support of our sponsors, whose commitment to building community helps bring joy and festive spirit to the holiday season.

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

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 offering, and for more details please contact sponsorship@rotarychristmasparade.ca

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)

<p>\$4,000</p>	<p>PLATINUM CHRISTMAS TREE</p> <ul style="list-style-type: none"> • 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
<p>\$2,500</p>	<p>GOLD SHINING STAR</p> <ul style="list-style-type: none"> • Large logo on Christmas Parade Sponsorship Float • Logo as Gold sponsor for all event promotions • Social Media advertising (Rotary Clubs, City of Chilliwack, FB Groups) • Complimentary float in parade
<p>\$1,000</p>	<p>SILVER BELLS</p> <ul style="list-style-type: none"> • Logo on Christmas Parade Sponsorship Float • Logo as Silver sponsor on event promotions



THANK YOU

If you have questions or would like to learn more about the Rotary Clubs of Chilliwack or the Chilliwack Christmas Parade please email:

Chair@ChilliwackChristmasParade.ca

JOY

Christmas
PARADE