

# Sponsorship Package



## **About the Parade**

- Longest continuously running event in Grimsby
- Celebrating 62 years in 2019
- Completely funded by local businesses and community groups
- Close to 90 entries participate each year, comprised of local schools, businesses, and community groups
- 2019 Date: December 7th 2019
- Theme: Hometown Christmas

## **Opportunities**

Reach Customers in the community through one of Grimsby's most valued events and traditions. Your contributions are essential to the success of the parade each year, and also give you a great opportunity to be recognized by the community for your generosity. Please see the next few pages for ways to get involved.

# Sponsorship Package



## Feature Band Sponsors (x1) **\$1500**

Official Sponsor of the Feature Band

- Logo featured in front of the band on 3 signs
- Name and logo featured on parade website
- Logo in Newspaper & Social Media Advertising
- Opportunity for promotional giveaways
- Thank you certificate signed by the Mayor

## Lead Band Sponsor (x1) **\$1000**

Sponsor of the Lead Band

- Logo featured in front of the band on 2 signs
- Name and logo featured on parade website
- Logo in Newspaper & Social Media Advertising
- Opportunity for promotional giveaways
- Thank you certificate signed by the Mayor

## Crowd Pleaser (x1) **\$1000**

Sponsor of the judging contest for the parade and winners' presentation

- Corporate banner displayed at judging station
- Special acknowledgement during award presentation
- Company name and logo on website and social media advertising
- Thank you certificate signed by the Mayor

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## Media Sponsor (x1) **\$1500**

Official sponsor of the Parade live stream on Town website and YouTube

- Logo showed onscreen during entire parade
- Logo featured on video footage on YouTube
- Logo in Newspaper & Social Media Advertising
- Opportunity for promotional giveaways
- Thank you certificate signed by the Mayor

## Band Sponsor (x3) **\$ 750**

Sponsors of the parade bands

- Logo featured in front of the band on 2 signs
- Name and logo featured on parade website
- Logo in Newspaper & Social Media advertising
- Opportunity for promotional giveaways
- Thank you certificate signed by the Mayor

## Santa's Helper **\$300**

- Acknowledgement as an event sponsor
- Name Listed in Newspaper advertising
- Certificate of appreciation

## Santa's Elf

Discretionary in Kind

Have a way that you can assist the parade in kind? Contact us to discuss what you have in mind.