



# LONDON SANTA CLAUS PARADE

Saturday November 14th, 2020

Due to Covid 19 the parade will not be held on City streets this year but rather in a large open space where spectators will view the parade from their vehicles.

Details TBA. Keep checking our website!

## MAJOR SPONSORSHIPS

The London Santa Claus Parade relies heavily on the financial support of local businesses and individuals to raise the money required to operate our annual parade. While any amount is gratefully accepted here are some popular sponsorship levels starting at just \$5,000

## PRESENTING SPONSORSHIPS

The parade billing is "THE LONDON SANTA CLAUS PARADE"

"Presented by COMPANY SPONSORSHIP NAME and SECOND SPONSORSHIP NAME"

**These sponsorships start at \$15,000 and go up to \$30,000 in any amount.**

**The sponsor of the highest value in the parade gets the prime position in the parade and the premium band that is directly in front of the Santa float. This is the best exposure anyone can get. Presenting Sponsorship banners are also carried at the front of the parade.**

**Major sponsors are mentioned during radio and TV interviews by the Parade Chairman**

**At \$30,000 there is no second sponsorship offered or named unless it has previously been sold.**

Presenting sponsorships include two banners supplied by the parade, a float entry or entries with multiple vehicles and mascots if required and any other special benefits the committee may offer.

The sponsor supplies three people to carry each of their banners in the parade.

**ALL MAJOR SPONSORS APPEAR ON OUR WEBSITE FOR APPROXIMATELY ONE YEAR**

## MAJOR SPONSORSHIPS

\$5,000 Includes company logo on our sponsorship page. Sponsorship includes a banner at the front of the parade, one entry into the parade and any special benefits the committee may offer.

\$7,000 Includes company logo on our sponsorship page. Sponsorship includes one entry into the parade and any special benefits the committee may offer.

\$10,000 Sponsorship logo used near the top line of sponsorship page. Sponsorship includes a banner at the front of the parade, one or two entries into the parade and any special benefits the committee may offer.

\$12,000 Includes company logo in THE FIRST POSITION of major sponsorships (after any presenting sponsors) on our sponsorship page. Sponsorship includes one or two major entries into the parade with multiple vehicles, mascots etc. Includes a banner supplied by the parade to be carried by three members of the sponsoring company in front of the sponsor's entry in the parade and any other special benefits the committee may offer.

**COMPANIES MAY ALSO SPONSOR SPECIFIC BANDS AT A COST FROM \$1,400 TO \$5,000**

**ALL MAJOR SPONSOR'S LOGOS ARE POSTED ON OUR WEBSITE AND REMAIN FOR APPROXIMATELY ONE YEAR!**

*Please advise parade committee of sponsorship intentions as soon as possible as we book additional bands and entertainment as funds are committed.*

*Please make cheques payable to: London Santa Claus Parade*

Mailing address: 220 Simcoe Place, Komoka ON N0L 1R0  
Santa Line (519) 668-3576

Website: [www.londonsantaparade.ca](http://www.londonsantaparade.ca)