



LONDON SANTA CLAUS PARADE

Saturday November 18, 2017

Starting at 6 p.m. from Dundas Street East at Egerton
and heading west to Ridout Street

CORPORATE SPONSORSHIP OPPORTUNITIES

**THIS PAGE MAJOR SPONSORSHIPS,
PREVIOUS PAGE GENERAL 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 \$1,000

PRESENTING SPONSORSHIPS

The parade billing is "THE LONDON SANTA CLAUS PARADE"

"Presented by COMPANY SPONSORSHIP NAME and SECOND SPONSORSHIP NAME"

These sponsorship start at \$15,000 and go up to \$25,000 in any amount.

The sponsor of the highest value in the parade gets the prime position in the parade and the premium band that marches 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 \$25,000 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 their banner 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 and in any poster or promotional material used. 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 and in any poster or promotional material used. Sponsorship includes one entry into the parade and any special benefits the committee may offer.

\$10,000 Sponsorship logo used on TOP LINE of sponsorship page and at the TOP of sponsor list in any poster or promotional material used for the parade. 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 on our sponsorship page and in the FIRST POSITION in any poster or promotional material used. Sponsorship includes one or two major entry 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

Please advise the parade committee of your 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