



Call for Parade Sponsorships

The Fredericksburg Christmas Parade is a favorite community tradition in downtown Fredericksburg, VA. Its mission is to provide a traditional community celebration with a focus on safety and accessibility.

Thousands of people attend the parade each year and the marketing reaches tens of thousands in the months before the event. Sponsor this year's parade and expand your business brand awareness here in our community.

The Fredericksburg Parks, Recreation & Events Department is issuing a call for Christmas Parade Sponsorship proposals, which are being accepted April 22, 2019 through May 20, 2019. The deadline to submit sponsorship proposals for committee review is Monday, May 20, 2019. Please submit proposals to Kim Herbert, Fredericksburg Parks, Recreation & Events, 408 Canal Street, Fredericksburg, VA 22401 or by email at ksherbert@fredericksburgva.gov.

Listed below are suggested sponsorship levels, which serve as minimum requirements for a sponsorship of this year's Fredericksburg Christmas Parade. Offerors are invited to be creative in their proposal and are welcome to include additional items as part of their sponsorship contribution.

Criteria for Evaluation:

1. The City will not accept sponsors that advertise the following: Political campaigns, Special Interest Groups, Personal Causes, Alcohol or Tobacco products of any kind or Lottery advertisements.
2. Sponsors/Advertisers provide commercial goods and services that may be lawfully purchased within the Commonwealth.
3. City will select sponsorship package proposals that are deemed most beneficial for the success of the parade.

Offerors will be notified of their Sponsorship Proposal no later than May 31, 2019. Accepted sponsors will enter into an agreement with the City of Fredericksburg for 2019 with option to renew.

Fredericksburg Christmas Parade
c/o Fredericksburg Parks, Recreation & Events
408 Canal Street, Fredericksburg, VA 22401
(540) 372-1086 www.FredericksburgChristmasParade.com



Parade Sponsorship Opportunities

Title Sponsor - \$10,000 plus 30 volunteers

1 sponsorship available

Sponsor receives the following as the Title Sponsor:

Title Recognition

- Business name in Title of Parade
- Business name on Parade Logo Graphics
- Logo on event website header

Division 5 exclusive sponsorship, a.k.a. Santa Sponsor on parade day

- 1 Entry for your business, placed in front of Santa's Sleigh on parade day
- Guaranteed placement in division 5 on parade day

Option to judge as one of our "celebrity judges" on parade day

- 10 VIP Grand Stand Tickets on parade day
- 5 VIP Parking Passes on parade day

Included in all Parade pre-promotions

- Business logo on website with links and on social media with links
- Business logo on parade day banners (start banner and each division banner)
- Business logo on all on-site signage
- Included in newspaper advertisement

Payment of \$10,000

Plus, must provide 30 volunteers to work during the event. Please see volunteer job descriptions.

Marshal Sponsor - \$3,500 plus 10 volunteers

1 sponsorship available

Sponsor receives the following as the Marshal Sponsor:

Division 1 exclusive sponsorship, a.k.a. Marshal Sponsor on parade day

- 1 Entry for your business, placed in Division 1
- Guaranteed division 1 placement on parade day
- Business logo on Division 1 parade day banner

2 VIP Grand Stand Tickets on parade day

Business logo on event website with links and on social media with links

Must provide 10 volunteers to work during the event. Please see volunteer job descriptions.

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Division Sponsor - \$1,000 plus 5 volunteers

6 sponsorships available

Sponsor receives the following as a Division Sponsor:

1 Entry for your business, placed in division 2, 3 or 4

- Guaranteed division placement on parade day.

Business logo on website with links and on social media with links

Business logo on one division parade day banner

Must provide 5 volunteers to work during the event. Please see volunteer job descriptions.

Contributing Sponsor - 10 volunteers

Sponsor receives the following as the Contributing Sponsor:

1 Entry for your business

Business logo on website with links and on social media with links

Must provide 10 volunteers to work during the event. Please see volunteer job descriptions.

Website Promotion: June 3, 2019 – December 13, 2019

Event Promotions: August 1, 2019 – December 13, 2019

Event Date: Saturday, December 7, 2019

Please see volunteer job descriptions. Volunteers must wear warm clothes and be a minimum of 18 or 21 years or older depending on volunteer position, and have the ability to confront situations which may require the involvement of a mature and level-headed adult. Parade day crowds are busy and excited; our volunteers need to be comfortable with crowds as well as cold temperatures.

Contact: Kim Herbert at 540-372-1086 or ksherbert@fredericksburgva.gov

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