



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 now accepting sponsorship proposals for the 2019 Christmas Parade. Please submit proposals to Kim Herbert, Fredericksburg Parks, Recreation & Events, 408 Canal Street, Fredericksburg, VA 22401 or by email at ksherbert@fredericksburgva.gov. Proposals will be considered as they are submitted.

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 within five days of submission. 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

Marshal Sponsor - \$5,000

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 the front of Division 1
- Business logo on Division 1 parade day banner

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

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

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

Santa Sponsor - \$3,000 (reserved for automobile dealership)

1 sponsorship available

Sponsor receives the following as a Santa Sponsor:

4 seats in Santa's sleigh to accompany Santa along the parade route

Opportunity to provide 4 cars to showcase in the parade and "pull" Santa's sleigh

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

Business logo on one division parade day banner

Must provide 4 volunteers to assist with Santa Security during the parade (18 years and older)

Division Sponsor - \$1,000

3 sponsorships available

Sponsor receives the following as a Division Sponsor:

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

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

Business logo on one division parade day banner

Fredericksburg Christmas Parade

c/o Fredericksburg Parks, Recreation & Events

408 Canal Street, Fredericksburg, VA 22401

(540) 372-1086 www.FredericksburgChristmasParade.com



Contributing Sponsor - 10 volunteers (over 18 years old)
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.

Event and Website Promotion: July 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 years old 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 kshebert@fredericksburgva.gov

Fredericksburg Christmas Parade

c/o Fredericksburg Parks, Recreation & Events

408 Canal Street, Fredericksburg, VA 22401

(540) 372-1086 www.FredericksburgChristmasParade.com