



## Call for Parade Sponsorships

The City of Fredericksburg is pleased to announce that at this time we are moving forward in planning the 2020 Christmas Parade in Fredericksburg. However, we are fully aware that with the uncertainty of COVID-19, events can drastically change or be canceled all together by the City or State.

We are working closely with all City departments to format the parade in such a way that health and safety for our participants and the community are top priority.

With that, we have redesigned the traditional parade to a **Reverse Parade** format. **Floats will be stationed along Gordon W. Shelton Boulevard and attendees will drive by.** It will be similar to a free drive-thru light display. This reverse parade format will allow for spacing between parade entries and no direct contact with the public.

The theme this year is “Light Up the Season!” Let’s brighten the night and everyone’s spirits as we keep this tradition alive!

Thousands of people attend the parade each year, and we expect this year will attract an equally large crowd. The parade 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, while helping “Light up the Season” for our community.

The Fredericksburg Parks, Recreation & Events Department is now accepting sponsorship proposals for the 2020 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](mailto: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 2020 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](http://www.FredericksburgChristmasParade.com)



## 2020 Parade Sponsorship Opportunities

### Premier Sponsor - \$5,000

**1 sponsorship available**

**Sponsor receives the following as the Marshal Sponsor:**

1 Entry for your business, placed at the beginning of the reverse parade

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

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

Business logo on parade day banners

**New for 2020!** Use of City Suite at 1 home game of the Fredericksburg Nationals for the 2021 season. (25 admission tickets and 6 parking passes. Food and beverage not included. Date subject to availability)

### Santa Sponsor - \$2,000

**1 sponsorship available**

**Sponsor receives the following as a Santa Sponsor:**

1 Entry for your business, placed just prior to Santa's sleigh

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

Business logo on parade day banners

Business logo displayed on sleigh

### Shining Star Sponsor - \$1,000

**2 sponsorships available**

**Sponsor receives the following as a Division Sponsor:**

1 Entry for your business

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

Business logo on parade day banners

Event and Website Promotion: October 2020 – December 11, 2020

Event Date: Saturday, December 5, 2020

**Contact:** Kim Herbert at 540-372-1086 or [kshebert@fredericksburgva.gov](mailto:kshebert@fredericksburgva.gov)

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