



## 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 2022 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 2022 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)



## 2022 Parade Sponsorship Opportunities

### Marshal Sponsor - \$5,000

**1 sponsorship available**

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

1 Entry for your business, placed in the front of Division 1

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

Business logo on Division 1 parade day banner

Use of City Suite at 1 home game of the Fredericksburg Nationals for the 2023 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:**

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

1 Entry for your business, placed in division 6

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

Business logo on one division parade day banner

### Division Sponsor - \$1,000

**4 sponsorships available**

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

1 Entry for your business, placed in division 2, 3, 4 or 5

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

Business logo on one division parade day banner

Event and Website Promotion: August 2022 – December 9, 2022

Event Date: Saturday, December 3, 2022

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

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