



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

Call for Parade Sponsorships

What is Fredericksburg Christmas Parade?

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

Why become a sponsor?

The 2022 Christmas Parade has over 20,000 people attend with more than 200,000 social media engagements. This means over 220,000 people will be exposed to your brand.

How do I become a sponsor?

There are five ways to sponsors.

Marshal Sponsor - \$5,000 (1 spot available)
One float entry in division 1
Logo on Division 1 banner
One 8x10 plaque to hang in your business
Business Logo on Parade Swag bag (Backpack and Water bottle) to be given to the volunteers
Largest business logo on the Christmas website page with links
Business Logo with links on Social Media
10 VIP Grand Stand Tickets
Mention on any visual or audio media

Santa Sponsor - \$2,000 (1 spots available)
One float entry in division 6
Logo on Division 6 banner
One 7x9 plaque to hang in your business
Business Logo on Parade Swag bag (Backpack) to be given to the volunteers
Medium business logo on the Christmas website page with links
Business Logo with links on Social Media
5 VIP Grand Stand Tickets

Division Sponsors - \$1,000
One float entry in division 3, 4, 5
Logo on Division 3, 4, 5 banner
One 3x5 plaque to hang in your business
Small business logo on the Christmas website page with links
Business Logo with links on Social Media
3 VIP Grand Stand Tickets



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Custom Sponsors

Create a sponsorship packet. The City will select sponsorship package proposals that are deemed most beneficial for the success. In kind proposals are welcome (media ads, volunteers, food., etc.)

Offers 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 2023 with the option to renew.

Swag bag donations include company's log

Name printed on Website as a Donation

We will need about 200 of each item. The items will be added to the volunteer and staff swag bags. This is an excellent way to get your name on the parade and help out the men and women who dedicate their time to this event.

- Ponchos
- Umbrellas
- Hand warmers
- Flash lights
- First Aid kits (band aids)

Sponsorship deadline is October 14, 2023.

Criteria for Evaluation:

- The City will not accept sponsors that advertise the following: Political campaigns, Special Interest Groups, Personal Causes, Alcohol products, Tobacco products, or Lottery advertisements.
- Sponsors/Advertisers provide commercial goods and services that may be lawfully purchased within the Commonwealth.

Please submit your interest or offer to:

Heather Hughes, Special Events Superintendent at hahughes@fredericksburgva.gov

Address: 408 Canal Street Fredericksburg, VA 22401