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FREDERICKSBURG CHRISTMAS PARADE SPONSORSHIP PACKET



FXBG

Fredericksburg
Parks, Recreation & Events



540-372-1086

Fredericksburg, Virginia



Introduction

EVENT BACKGROUND AND OVERVIEW

This beloved annual event has become a cherished tradition in our community, bringing together families, friends, and neighbors to celebrate the joy and spirit of Christmas.

The Fredericksburg Christmas Parade has consistently drawn large crowds, providing a wonderful opportunity for local businesses and organizations to engage with the community in a meaningful way. During the 2024 Christmas Parade, over 22,000 people were downtown, and we expect this number to continue growing.

To ensure the success of this year's parade, we are seeking the support of generous sponsors like you.

Sponsorship Benefits:

- **Visibility:** Your company's name and logo will be prominently featured in all promotional materials, including flyers, social media posts, and local press releases.
- **Recognition:** Sponsors will be acknowledged during the parade, with opportunities for on-site branding and announcements.
- **Community Engagement:** This is a unique chance to showcase your commitment to community involvement and to connect with residents in a festive and positive setting.



2024 Christmas Parade Numbers

Social Media

@FredParksRec Facebook has over **17,000** followers

@FredParksRec Instagram has over **3,000** followers

@FredParksRec posted 14 parade-related times to their Facebook account and 8 times to their Instagram account from September to December. During those months, our cumulative performance increased dramatically.

Parade Day

80 floats were part of the 2024 parade.

On parade day, the Facebook Livestream had over **18,000** views.

22,000 spectators downtown to view the parade.

Over **40** event volunteers and support from all City Departments.



SPONSORSHIP LEVELS

Title Sponsor- \$10,000+ (limited to 1 sponsor)

- One float entry in Division 1
- Title Sponsorship of the event, name added to event title
- Logo/name/link listed on flyers, website (Home and Sponsor pages)
- Mentioned in all Parade-related social media posts
- Logo on Parade banner
- Logo on sponsorship banner hung on the stage
- Mentioned as Title Sponsor throughout the event live stream

Santa Sponsor- \$5,000 (limited to 1 sponsor)

- One float entry in Division 6
- Logo on Santa's sleigh
- Logo on sponsorship banner hung on the stage
- Logo/name/link listed on flyers, website (Home and Sponsor pages)
- Mentioned as the Santa sponsor during the livestream
- Mentioned in two social media posts

Division Sponsors- \$2,500 (limited to 1 sponsor per division)

- One float entry in Divisions 2, 3, 4, or 5
- Logo on sponsorship banner hung on the stage
- Logo on the Christmas website home page
- Mentioned during the live stream before their sponsored division
- Mentioned in two social media posts

Gold Sponsors- \$1000



























- Logo on sponsorship banner hung on the stage
- Logo on the Christmas website sponsor page
- Mentioned in one social media post
- Mentioned during live stream
- Mentioned in one social media post

Swag- In-Kind Donation- \$500+

- Logo on the Christmas website sponsor page
- 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.
- Logo on sponsorship banner hung on the stage
- Mentioned in two social media posts
- Example items: ponchos, flashlights, drawstring bags, portable chargers, water bottles, novelty Christmas hats/headbands



2025 FREDERICKSBURG CHRISTMAS PARADE SPONSORSHIP LEVEL BREAKDOWN

	Title \$10,000+	Santa Sponsor \$5,000	Division Sponsor \$2,500	Gold Sponsor \$1000	In-Kind \$500+
Float entry					
Logo/name/link listed on flyers, website (Home and Sponsor pages)			 on sponsor page	 on sponsor page	 sponsor page
Mentioned in all parade-related social media posts					
Logo on Parade banner					
Logo on sponsorship banner hung on the judges stand					
Name added to event title					
Mentioned as sponsor during the event live stream					
Logo on Santa's Sleigh					
Mentioned in 2 social media posts					
Mentioned in 1 social media post					



2025 FREDERICKSBURG CHRISTMAS PARADE SPONSORSHIP APPLICATION

The below information is required to be submitted by **NOVEMBER 7TH, 2025**. Applications can be submitted by email, mail, or drop off at the Dorothy Hart Community Center.

Organization :

Contact Name :

Address :

City :

State : Zip Code :

E-Mail : Phone :

Sponsorship Level

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TITLE SPONSOR- \$10,000+ (limited to 1 sponsor)

☐

SANTA SPONSOR \$5,000+ (limited to 1 sponsor)

☐

DIVISION SPONSOR- (\$2,500+)

☐

GOLD SPONSOR- (\$1000+)

☐

SWAG IN-KIND SPONSOR- (\$500+)

Sponsorship Total :

PAYMENT METHOD : ☐ CHECK ☐ CASH ☐ CREDIT CARD

Make checks payable to: Fredericksburg Parks, Recreation & Events

Payments mailed to: Fredericksburg Parks, Recreation & Events
408 Canal St, Fredericksburg VA. 22401

Participant Guidelines and event details continued on next page for those participating in the parade.

■ **More Information :**
408 Canal Street, FXBG, VA 22401
(540) 372-1086
csmersiowsky@fredericksburgva.gov

Signature Of Applicant

2025 FREDERICKSBURG CHRISTMAS PARADE ENTRY/FLOAT GUIDELINES

- Entries must be decorated and reflect the theme “Christmas Around the World.” Please refrain from being predominantly commercial in nature.
- Entries are encouraged to display the name of the organization and/or business.
- Only one entry per organization/business.
- NO dressing in Mr. or Mrs. Santa Claus costumes permitted. (The parade committee selects “official” Santa for the floats.) Santa hats are permitted.
- NO items may be handed out! This includes but is not limited to: candy, beads, toys, and pamphlets.
- NO bubbles, foam, or fake snow machines are permitted.
- Your entry will be provided a division number card that must be visible and displayed on the LEFT SIDE (the driver’s side) of the parade route for the judges to identify your group.
- Each entry must provide at least two adult supervisors to walk the parade route.
- Children 14 and under are prohibited from walking alongside moving parade floats, vehicles, and other motorized units.
- Maximum Float Dimensions – Height 12’, Width 10’, Length 40’ (not to exceed 40’)
- Any single-unit truck (no trailer) should not exceed 40ft in length. Any combination vehicle (power unit plus trailer) which is connected using a pintle-hook or ball hitch system should not exceed 40 ft. in length as measured from the forward-most vehicle component to the rear-most component of the trailer.
- Any combination vehicle that is connected using a fifth-wheel assembly should not exceed 40 ft. in length as measured from the forward-most vehicle component to the rear-most component of the trailer.
- No low-boy type equipment trailers (due to extensive length and low ground clearance).
- No protruding outrigger wheels or other appendages that might snare and injure bystanders.
- Vehicle entries are required to carry a five-pound/3A40BC fire extinguisher. Available for purchase at any hardware store.
- No unit, float, or vehicle may make aggressive, abrupt, or rapid movements at any point during the parade route. Demonstrations of maneuverability, horsepower, speed, agility, etc., are not permitted, including law enforcement motorcycles, Shriners’ go-karts, modified trucks, race cars, etc.

- The use of digital devices, including but not limited to cell phones, cameras, camcorders, etc., is prohibited by all drivers during the parade.
- The use of sirens or horns is prohibited in the parade line-up and along the parade route.
- No vans, utility vehicles, etc. are permitted without tasteful Christmas decoration, or an attached float following the theme.
- No wreckers or dump trucks will be allowed as a parade entry.
- Due to safety precautions on the Amelia St. hill, vehicles with manual transmissions are discouraged. Please let us know if you have a manual transmission by the deadline so you can be placed accordingly. Vehicles with manual transmissions used after the deadline or without notification prior to lineup assignments will be removed from the parade.
- No propane trucks.
- Additional fuel cans/containers are not to be stored on the floats or the tow vehicle.
- Symbols that can be construed as offensive may not be permitted in the Parade. This includes, but is not limited to, the Confederate Flag and the Swastika.
- The Fredericksburg Christmas Parade is a family-friendly event for all ages, and every entry in the parade is expected to respect this. All costumes, outfits, behavior, attitude, language, and dance moves must be appropriate for a young audience and will be held to a high standard. Failure to comply may result in being asked to leave the parade immediately with no warning and may jeopardize a group's approval to participate in the following years. All decisions are at the discretion of Parade officials and are final.
- No Changes to your Entry: Your parade entry must arrive at the parade route as it is described on your entry form. No changes are permitted to your entry after the entry deadline. For example, if you describe your group as "walkers and no vehicle," then you are not permitted to add a vehicle after the registration deadline. Any unauthorized changes or additions (including the addition of vehicles) to your entry may cause disqualification of your unit at the time of the Parade.
- There will be a parade meeting before the event at the Dorothy Hart Community Center. All entries must have at least one representative at this meeting. Parade officials will review all procedures, requirements, and parade line-up at this time, and this meeting is the best way to make sure you have the correct information.