



Be part of one of
FXBG's most
beloved holiday
events!



FREDERICKSBURG CHRISTMAS PARADE

SPONSORSHIPS



2025 Stats

- 80 Floats
- ~40,000 Total Spectators
(In-person & Online)
- 40+ Volunteers



What can you expect?

- Visibility
- Community
Engagement
- Recognition
- & Fun!

Scan here to
learn more!





Sponsorship BREAKDOWN

	TITLE \$10,000+	SANTA \$5,000	REINDEER \$2,500	JINGLE BELL \$1,000	SNOWFLAKE \$500+
NAME ADDED TO EVENT TITLE					
LOGO ON PARADE BANNER					
JUDGE DESIGNATION					
LOGO ON SANTA'S SLEIGH					
VIP SEATING					
FLOAT ENTRY INCLUDED					
LIVESTREAM MENTION					
SOCIAL MEDIA RECOGNITION	<i>All Posts</i>	<i>2 Posts</i>	<i>2 Posts</i>	<i>1 Post</i>	<i>1 Post</i>
LOGO ON JUDGES' STAND BANNER					
LOGO ON PARADE FLYERS & WEBSITE					

How can you get involved?

We would love your business to be part of this year's Christmas Parade. If you are interested in sponsoring this year's parade, please contact us using the information below.



fredchristmasparade@gmail.com

