



LONDON SANTA CLAUS PARADE

Saturday November 18th, 2023

MAJOR SPONSORSHIPS

The London Santa Claus Parade relies heavily on the financial support of local businesses and individuals to raise the money required to operate our annual parade. While any amount is gratefully accepted here are some popular sponsorship levels starting at just \$5,000

PRESENTING SPONSORSHIPS

The parade billing is "THE LONDON SANTA CLAUS PARADE"

"Presented by COMPANY SPONSORSHIP NAME"

The main sponsorship is sold and on contract for several years.

The sponsor of the highest value in the parade gets the prime position in the parade and the premium band that is directly in front of the Santa Claus float.

This is the best exposure anyone can get.

Presenting Sponsorship banners are also carried at the front of the parade.

Major sponsors are mentioned during radio and TV interviews by the Parade Chairman and continually during the live telecast of the parade and continues for months on replays that are available on the parade website.

Presenting sponsorships include two banners supplied by the parade, a float entry or entries with multiple vehicles and mascots if required and any other special benefits the committee may offer. The sponsor supplies three people to carry each of their banners in the parade.

MAJOR SPONSORSHIPS

- \$5,000 Includes company logo on our sponsorship page. Sponsorship includes a banner at the front of the parade, one entry into the parade and any special benefits the committee may offer.
- \$7,000 Includes company logo on our sponsorship page. Sponsorship includes one entry into the parade and any special benefits the committee may be able to offer.
- \$10,000 Sponsorship logo used near the top line of sponsorship page. Sponsorship includes a banner at the front of the parade, one or two entries into the parade and any special benefits the committee may be able to offer.
- \$12,500 Includes company logo in **THE FIRST POSITION** of major sponsorships (after any presenting sponsors) on our sponsorship page. Sponsorship includes one or two major entries into the parade with multiple vehicles, mascots etc. Includes a banner supplied by the parade to be carried by three members of the sponsoring company in front of the sponsor's entry in the parade

COMPANIES MAY ALSO SPONSOR SPECIFIC BANDS AT A COST FROM \$3,000 TO \$7,000

Please advise parade committee of sponsorship intentions as soon as possible as we book additional bands and entertainment as funds are committed.

Please make cheques payable to: London Santa Claus Parade

**ALL SPONSOR'S
LOGOS ARE POSTED
ON OUR WEBSITE AND REMAIN
FOR APPROXIMATELY
ONE YEAR!**

Mailing address: 220 Simcoe Place, Komoka ON N0L 1R0
Santa Line (519) 668-3576

Website: www.londonsantaparade.ca