



SPONSORSHIP PACKET



**Saturday, December 7th
5:30PM**

Downtown Fredericksburg, VA

Introduction

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 and provides a wonderful opportunity for local businesses and organizations to engage with the community in a meaningful way. During the 2023 Christmas Parade over 22,000 people were downtown for the parade and we expect this number to continue to grow.

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 local residents in a festive and positive setting.

2023 Christmas Parade Numbers

Social Media

@FredParksRec Facebook has over **15,000** followers

@FredParksRec posted 14 posts related to the Christmas Parade from September to December. During those months our cumulative performance increased dramatically.

- impressions were over **333,000** (85% increase)
- reach was over **122,000** (250% increase)
- content interactions were **4,600** (166% increase)

Parade Day

over **40** volunteers

80 floats



YouTube livestream with over **3,000** views

22,000 spectators



December 7th, 2024

fredericksburgchristmasparade.com

Sponsorships Levels

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

- One float entry in Division 1
- Logo on Parade banner
- Logo on sponsorship banner hung at the stage
- One 8x10 plaque to hang in your business Business
- Logo on the Christmas website home page- largest
- Mentioned as Title Sponsor throughout the event live stream
- 10 VIP Grand Stand Tickets

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

- One float entry in Division 6
- Logo on Santa's sleigh
- Logo on sponsorship banner hung at the stage
- One 7x9 plaque to hang in your business Business
- Logo on the Christmas website home page
- Mentioned as Santa sponsor during the livestream
- 5 VIP Grand Stand Tickets

Division Sponsors- \$2,500

- One float entry in Divisions 2, 3, 4, or 5
- Logo on sponsorship banner hung at the stage
- One 7x9 plaque to hang in your business
- Logo on the Christmas website home page
- Mentioned during the live stream before their sponsored division
- 2 VIP Grand Stand Tickets

Swag- In-Kind Donation

- Name printed on the 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.
- Logo on sponsorship banner hung at the stage
- Example items
 - Ponchos
 - Umbrellas
 - Hand warmers
 - Flash lights
 - Drawstring backpacks
 - Portable chargers
 - Water bottles
 - Novelty Christmas hats/headbands

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

Sponsorship deadline: November 1, 2024.

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:

Maggie Sanford at mlsanford@fredericksburgva.gov

Address: 408 Canal Street Fredericksburg, VA 22401

