

DECEMBER

DECEMBER 31



**SANTA
CLAUS
PARADE**

**NEW
YEARS
EVE
FIREWORKS**



2018 Santa Claus Parade Sponsorship Package

Proudly Presented by Airdrie Parades & Fireworks,
celebrating over 50 Years in Airdrie!

December 1st, 2018 @ 5:00pm

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5:00pm



NEW YEARS EVE
FIREWORKS &
SANTA CLAUS PARADE DEC. 31

2018 Sponsorship Opportunities

Presenting Level Sponsor- \$2,500 (1 available)

- Name association with Santa Clause Parade, "Presented by"
- One complimentary float entry, positioned near the front of the parade
- Company logo, description and link on the Airdrie Parades & Fireworks website
- Company logo displayed on the official Parade vehicle
- Company logo displayed on official Parade banner
- Company logo in thank you ads in relevant Airdrie media, listed first
- Recognition as presenting sponsor on social media channels (facebook and twitter) during parade pre-promotion
- Opportunity to provide volunteers with swag or corporate branded items at the Parade

Volunteer Level Sponsor - \$1,500 (1 available)

- Company name represented on Safety vests worn by volunteers on parade day
- Name association with Santa Clause Parade volunteer, "Volunteers sponsored by"
- One complimentary float entry, positioned near the front of the parade
- Company logo and link on the Airdrie Parades & Fireworks website
- Company logo in thank you ads in relevant Airdrie media
- Company logo displayed on official Parade banner
- Opportunity to provide volunteers with swag or corporate branded items at the Parade

Santa Level Supporter- \$750 (4 available)

- One complimentary float entry
- Company logo and link on the Airdrie Parades & Fireworks website
- Company logo in thank you ads in relevant Airdrie media
- Company logo displayed on official Parade banner

Reindeer Level Supporter- \$300-\$500 (unlimited available)

- One complimentary float entry
- Company logo or name on the Airdrie Parades & Fireworks website
- Company name in thank you ads in relevant Airdrie media
- Company name displayed on official Parade banner

For more information, please contact Kristen Wynne at krik59@hotmail.com or 403-978-5745.

All sponsors of the parade are invited to join us the NYE fireworks on December 31st.