

Advertising, Promotion, and More

As a sponsor your company will be included in print, broadcast, radio, and website advertising. Sponsorship rights includes logo placement, display posters, and inclusion in our fully integrated external event marketing and promotional campaign. Participation in the Windsor Santa Claus Parade helps our sponsors to maintain and enhance their position within the community and the media. It creates interest and tourism within the community, and illustrates that you are a leader, that you are involved and that you care.

40th Annual Windsor Santa Claus Parade Facts and Figures.

- Total Number of Event Days-One Day
- Total Number of Media Days Leading up to event- 36 days (Nov.1 to Dec. 6 2008)
- Total Estimated Parade Attendance:
 - 50,000+
 - Total Value of all media, public relations, and promotion: \$65,000+

Media representation is enhanced due to the affiliation with the Amherstburg Santa Claus Parade media buy.

Windsor Santa Claus Parade

Sponsorship helps influence sales, and demonstrates a strong positive identity in the Windsor, and Essex County Community.

Please visit our website at

www.santaparade.org for more information

40th Annual
Windsor



December 6, 2008
6:00 pm



Tel: 519-254-2880
www.santaparade.org

Please make cheques payable to:
The Windsor Parade Corporation
1168 Drouillard Road
Windsor, Ontario
Phone: 519-254-2880
Fax: 519-254-7735
E-mail: mrssanta@mnsi.net

Parade Sponsorship and Your Community

With thousands of spectators and extensive radio, newspaper, and television advertising opportunities. This is a dynamic sponsorship opportunity that builds brands, and draws immediate local and regional attention to your participating sponsors..

The 40th Annual Windsor Santa Claus Parade is back, bringing friends, and families together to participate in this holiday event. Be a part of over 40 entries, bands, inflatable's, community groups all marching together in our "Light Santa's Way" Parade. Parade sponsors receive top billing and share in a well coordinated and fully integrating marketing plan that reaches audiences and consumers alike, both before, during and after the parade. Position your business with the best in this great holiday tradition, and distinctive marketing opportunity.



Jingle all the Way-Amherstburg 2006

Becoming a Sponsor

Presenting Sponsor 2008 Parade Includes the exclusive rights as presenting sponsor in all media and during the event, website link, and VIP Hospitality..	\$10,000
Section Sponsors-2-4 groups may share in the exclusive rights as section sponsors in all media and during the event, website links, and VIP Hospitality	\$5000
Santa Float Sponsor -This corporate partner will be the exclusive sponsor of the Santa Claus Float. Sponsors will receive corporate banner, ability to have their "elves" ride with Santa, media recognition, and VIP Hospitality	\$5000
Band or Float Sponsor -These corporate partners will be the exclusive sponsor of a corporate float or band. Sponsors will receive banner recognition in front of their entry, media coverage, and VIP Hospitality	\$3000- \$1000
Band or Float Co-Sponsor-2-4 per entry These corporate partners will each share in the sponsorship of a corporate float or band. Each corporation will be recognized with a banner in front of the entry, media coverage, VIP Hospitality	\$1500 \$750
Inflatable Sponsor Inflatable Christmas Ornament Sponsor Inflatable Candy Cane, Snowflake Sponsor Inflatable Christmas Character Sponsor All inflatable Sponsors will receive corporate banners directly in front of their entry, media recognition, and VIP Party	\$1500 \$1000 \$500

Sponsorship Agreement

Agreement to sponsor	Price
<input type="checkbox"/> Presenting Sponsor	\$10,000
<input type="checkbox"/> Section Sponsor	\$5000
<input type="checkbox"/> Santa Float Sponsor	\$5000
<input type="checkbox"/> Float or Band Sponsor	\$3000-1000
<input type="checkbox"/> Float or Band Co Sponsor	\$1500-750
<input type="checkbox"/> Inflatable Sponsor	\$1500
	\$1000
	\$500
Total:	_____

Name _____

Address _____

Phone _____

Method of Payment

- Cheque
 Cash

Signature _____

Please make cheques payable to:
The Windsor Parade Corporation
1168 Drouillard Road
Windsor, Ontario
N8Y 2R1
Payment Deadline: **November 5 2007**
Phone: 519-254-2880
Fax: 519-254-7735
E-mail: mrssanta@mnsi.net