

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 Amherstburg 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.

Amherstburg Santa Claus Parade Facts and Figures.

- Total Number of Event Days-One Day
- Total Number of Media Days Leading up to event- 24 days (Nov.1 to Nov. 29 2008)
- Total Estimated Parade Attendance:
 - 10,000+
 - Total Value of all media, public relations, and promotion: \$65,000+

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

Be part of the Wal-Mart Supercentre Christmas Party immediately after the parade.

The Amherstburg Santa Claus Parade Sponsorship helps influence sales, and demonstrates a strong positive identity in the Amherstburg, and Essex Count

Amherstburg



November 29, 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 Third Annual Amherstburg 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 "Magic and Music of Christmas" Parade. Parade sponsors receive top billing and share in a well coordinated and fully integrated 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" 2006

Becoming a Sponsor

<p>Presenting Sponsor 2008 Parade Includes the exclusive rights as presenting sponsor in all media and during the event, website link, and VIP Party. Town of Amherstburg</p>	<p>\$4000</p>
<p>Inflatable Costume Sponsor This corporate partner will have the distinction of presenting 6 loveable inflatable costume characters from Fabulous Inflatables Choice of : Elves, Candy Canes, Nutcrackers Includes Corporate Banner, recognition in all media, website, VIP Party</p>	<p>\$2000 * New * For 2008</p>
<p>Amherstburg Christmas Food Drive This corporate partner will be the exclusive presenting sponsor of the 2008 food drive. Recognition in all media, website, and VIP Party. Includes corporate banner, and participation in the parade</p>	<p>\$1000</p>
<p>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 Party</p>	<p>\$650</p>
<p>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 Party</p>	<p>\$325</p>
<p>Post Parade Party-Featuring Santa's Christmas Village-Pictures with Santa Be part of all the excitement following the parade as Walmart Supercentre presents Santa's Christmas Village. Children with have an opportunity to have their pictures taken with Santa and Mrs. Claus and put into a keep sake frame, with your companies name on it. Sponsors Benefits, all print media, Media recognition, VIP Party.</p>	<p>\$500 * New * For 2008</p>

Sponsorship Agreement

Agreement to sponsor	Price
<input type="checkbox"/> Presenting Sponsor	\$4000
<input type="checkbox"/> Inflatable Sponsor- 6 Characters*	\$2000
<input type="checkbox"/> Food Drive Sponsor	\$1000
<input type="checkbox"/> Float or Band Sponsor	\$650
<input type="checkbox"/> Float or Band Co Sponsor	\$325
<input type="checkbox"/> Pictures with Santa Sponsor*	\$500
* New for 2008*	
<input type="checkbox"/> Friend of the Parade	

Name _____

Address _____

Phone _____

Method of Payment

- Cheque
 Cash

Signature _____

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N8Y 2R1

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