



Annual Santa Claus Parade Partnership Opportunities

Special Opportunities

- Presenting Sponsor
- Four Community Sponsor
- Community Lead Sponsor
- Reindeer Sponsor
- Candy Cane Sponsor
- Snowflake Sponsor
- Santa's Helper Sponsor

2013 Media Highlights:

CTV 6pm news coverage of parade scores 30.5 percent of market share-to lead all local Television

AM 800 on air parade interviews part of #1 ranked radio station in the area



Thousands lined the streets awaiting the arrival of Santa in Kingsville, Amherstburg, and Windsor

Santa Arrives

*November 15-Kingsville, November 22-Amherstburg,
46th Annual Windsor Santa Claus Parade December 6,
December 13-Essex*

Parade Partnership and Your Community

With Tens of 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 participating sponsors...

The Annual Santa Claus Parades are back, bringing friends and families together to participate in these holiday event. Activate your sponsorship and be a direct part of the festive fantasy of the parade where you will be recognized for your community support and involvement.

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 or organization with the best in this holiday tradition where lasting memories and holiday traditions are made.



Santa Claus Parade

Parade Facts and Figures

Total Number of Event Days-One Day per community

Total Number of Media Days including print, radio, television, and digital on line leading up to event- 35 days (Nov.1 to Dec.13 2014)

Total Estimated Parade overall attendance-70,000+

Total Value of all media, public relations, and promotion: \$65,000+

The 2014 Parade Theme “Dashing through the snow is sure to delight and capture the imagination of the young and the young at Heart

Media representation is enhanced and expanded long after the parade has concluded with extended coverage in social media.

Advertising, Promotion and More

As a sponsor your company Will be included in print, television broadcast, radio, social media, digital 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 Santa Claus Parades Helps 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 leaders, that you are involved and that you care. Be a part of one of the Windsor and Essex County Community’s Largest Events. The Parade also plays a major role in charitable giving within the community, Food Banks, Toy Drives, food drives, and Fill the boot campaign all help to give back to the community. This is your opportunity to help us make this happen.

Santa Claus Parade Sponsorship helps to influence sales, provides customers interaction and demonstrates a strong positive identity in Windsor and Essex County Areas.

2013 Media Highlights

Windsor Star Advertisements:

There were 287,672 impressions that were served that reached 22,889 unique visitors.

CTV Coverage

CTV 6pm news featured Friday Night pre parade interviews, to an industry leading 30.5% of the Market Share.

AM 800 CKLW

Number one ranked radio station in area with a market share of 39.3%, and 197,438 website visits.



The Cass Tech Band from Detroit caught the attention of crowd in all the parades

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We're on the Web and Social Media

Visit us at:
<http://www.santaparade.org>

Follow us on Facebook at:
WindsorParadeCorp/Bigsilver

Twitter @ WindsorParadeCo



The Windsor Parade Corporation is a volunteer driven registered not for profit organization. The Parade Corporation is responsible for creating lasting memories and family traditions through the Santa Claus Parades in Kingsville, Amherstburg, Windsor and Essex. All sponsorship dollars raised and utilized for the development of the parades.

2014 Sponsorship Levels

Presenting Sponsor \$25,000-All 4 Parades

Includes the exclusive presenting Sponsor Rights for all four of the 2014 parades.

Your company will be recognized with your logo and personal message in all media, websites, social media, media events, as the 2014 Official Santa Parade sponsor for all 4 parades. A specialty banner with your logo will lead off each parade and company activation within the parade will offer numerous opportunities for hands on parade experience for your employees. This allows you as the presenting sponsor to see firsthand the benefits of your sponsorship and interact with the crowds along the route

Four Community Sponsor \$10,000-All 4 Parades

All new sponsorship level for 2014. The Community Sponsor will have the rights to distribute goodie bags along the parade route, which will bear the sponsor's logo, and contain coupons, giveaways and other items as determined by the sponsor. This is your opportunity to put your materials directly into the hands of over 70,000 people in Windsor and Essex County, while being recognized in all media as an integral sponsor for 4 community Santa Claus Parades.

Community Lead Sponsor \$10000 per parade -sold-

This sponsor is the community host sponsor of the Parade. Sponsorship includes all media, website, opening banner, and related activities. As the host community sponsor you are recognized for your contribution to your community, and have the opportunity through your activation activities to interact with the thousands of spectators lining the street.

Reindeer Sponsor \$5000-per parade

Exclusive sponsor of one of the high energy much anticipated American Marching Bands which headline each parade. Your logo will be included on the banner preceding the entry and your members will have the opportunity to walk with the banner during the parade and be recognized in the colour commentary. Sponsor receives all local media including the media thank you advertisement following the parade.

Candy Cane Sponsor \$ 2,500-per parade

Exclusive Sponsor of one of the colourful and talented Canadian Bands that each year highlight the parades. Your logo will be included on the banner preceding the entry, and your members will have the opportunity to walk with the banner during the parade while being recognized in the colour commentary. Sponsor receives all local media including the media thank you advertisement following the parade.

Snowflake Sponsor \$1000-per parade

This unique sponsorship level entitles the sponsor to exclusive sponsorship for any of the parade equine units. The majestic horses and their riders are crowd favourites every year. Your corporate banner displayed in front of the entry will illustrate to the thousands of spectators your affirmation of the parade. Your employees will have the opportunity to be a part of the parade as they walk with the banner and are recognized for their contribution in the colour commentary.

Santa's Helper Sponsor \$500-per parade

All sponsors are important to the parade and Santa's Helpers will all contribute to ensuring that each and every parade will be a success. A special thank you in community media will be included.

Sponsorship Agreement

Agreement to sponsor

Presenting Sponsor	\$25000 _____
Four Community Sponsor	\$10000 _____
Community Lead Sponsor	\$10000 _____
Reindeer Sponsor	\$ 5000 _____
Candy Cane Sponsor	\$ 2500 _____
Snowflake Sponsor	\$1000 _____
Santa's Helper	\$500 _____

Name _____

Signature _____

Method of Payment

Cash _____

Cheques: Made Payable to
The Windsor Parade Corporation

Thank you for your support

