



Oakville Santa Claus Parade 2018

Saturday, November 17, 2018

9:00 a.m. (Rain or Shine)

Theme: Celebrating 70 years!

Dear,

Thank you for your interest in sponsoring the Oakville Santa Claus Parade. This event is a corner-stone event in Oakville and a beloved annual tradition in our town.

Outlined below for your review, are the various sponsorship levels and opportunities available to your business. We hope that you will see the opportunity to sponsor the Oakville Santa Claus Parade as a great opportunity for your business to gain exposure and connectivity in Oakville.

GOLD SPONSOR > \$2,000

- Logo on Parade website (www.oakvillesantaclausparade.ca)
- Weblink on Parade website (www.oakvillesantaclausparade.ca)
- Logo on Parade materials, including: float application form, flyers, signage
- Company banner in the Parade – banner produced by the Parade, held by Parade volunteers walking the parade route; visible on TVCogeco Parade broadcast
- Company description on TVCogeco – TVCogeco records the parade each year. A company of your company description is provided to TVCogeco for announcement on TV as your company banner passes in the Parade. Announcement of company description is at TVCogeco discretion and in accordance with broadcast timelines.

SILVER SPONSOR > \$1,000

- Cross promotional opportunity – The Oakville Santa Claus Parade will provide you with a copy of the Parade logo for use in your company newsletter, on your website and in promotional materials.
- Company listing on Parade website (www.oakvillesantaclausparade.ca)



BRONZE SPONSOR > \$500

- Cross promotional opportunity – The Oakville Santa Claus Parade will provide you with a copy of the Parade logo for use in your company newsletter, on your website and in promotional materials.
- Company listing on Parade website (www.oakvillesantaclausparade.ca)

If you have an idea for a sponsorship opportunity not outlined below, we welcome new opportunities to engage in creative partnerships, and look forward to discussing any ideas you may have with you.

Thank you for supporting the Oakville Santa Claus Parade.

For more information or to secure your position as a sponsor of this year's Parade, please contact:

Kathy Crowe
Sponsorship Chair
Oakville Santa Claus Parade Committee
kathycrowe10@gmail.com