



21st ANNUAL THOROLD SANTA CLAUS PARADE

Saturday November 26th 4:00 pm

Everybody LOVES a Parade!

Especially in Canada's Most Patriotic City!

Calling all Santa's Helpers!

The Annual Thorold Santa Parade is in its 21st year and is Thorold's largest and most prestigious winter event.

On Saturday, November 26th attendees can count on big bands, big floats and numerous local organizations to dazzle your eyes with colorful Christmas lights and music that will entertain the entire family, from young to old.

We would like to offer you this opportunity to become involved in the parade as well as expose your company as a supporter of the community of Thorold and the 21st Annual Santa Claus Parade.

With a variety of sponsorships to choose from, we can tailor to your needs and customize your participation for a maximum benefit to your company.

Please review the following sponsorship levels attached. A member of the committee is more than happy to speak with you to explain the benefits further. Please call Terry Dow or Jeanette DeRose at 905-680-9477.

Wishing you a very Merry Christmas!

On behalf of the
Thorold Santa Claus Parade Committee



SPONSORSHIP LEVELS AND BENEFITS

GRAND Sponsor – PLATIUM

\$2500 up

This category is the most prestigious sponsorship offered to business leaders who are aware of the dividends that are earned in giving back to the community. **Add** your company name to the Thorold Santa Claus parade organizing committee.

As a GRAND sponsor of the parade, your company will receive

- All media exposure before as well as during the event
- Sponsorship recognition on all posters advertising the parade
- Website link and exposure
- Recognition in parade-related articles and media releases.
- Company name on Parade Banner erected on Sullivan Ave.
- Exclusive banner opening the parade in front of the Parade Marshall
- First opportunity to serve as a judge in the Parade
- Tax receipt

Presenting Sponsor – GOLD

\$1500 -\$2500

Includes the exclusive rights as **presenting sponsor** in

- All media exposure before as well as during the event
- Sponsorship recognition on all posters advertising the parade
- Website link and exposure
- Banner opening the parade
- Recognition in parade-related articles and media releases.
- Company name on Parade Banner erected on Sullivan Ave.
- Opportunity to serve as a judge in the Parade
- Tax receipt

Corporate Sponsor – SILVER

\$1000-\$1500

Includes the exclusive rights as corporate sponsor in

- All media exposure before as well as during the event
- Website link and exposure
- Sponsor of your company's float or private band. Each corporation will be recognized on a banner in front of the entry provided by the committee.
- Recognition in parade-related articles media releases.
- Opportunity to serve as a judge in the parade
- Tax receipt

Community Sponsor-Bronze

\$750-\$1000

Includes the exclusive rights as a Bronze sponsor in

- All media exposure before as well as during the event
- Website link and exposure
- Recognition in parade related articles and media releases
- Tax receipt

Friend of the Thorold Santa Parade

\$150-\$500

Friends of the Thorold Santa Parade are offered the opportunity to share in our holiday celebration with recognition in all media campaigns in local newspapers prior to the event. i.e. Corporate logo and tax receipts are given.



APPLICATION FOR CORPORATE SPONSORS

***Thank you for your interest in sponsoring the
21st Annual Thorold Santa Claus Parade***

Business Name: _____

Address; _____

City: _____ Postal Code: _____

Telephone: _____ Fax: _____

Email: _____

Sponsorship Package: _____ Amount: _____

Please include a cheque in the amount of the sponsorship package you have selected (Please refer to the sponsor levels) together with this registration form. Make cheques payable to the Thorold Santa Claus Parade.

Contact Name: _____

Signature: _____ Date: _____