



2017 Sponsorship Package

Custom sponsorship agreements are welcome. To discuss additional possibilities, contact Monica Derksen, Parade Manager at monica@winnipegsantaparade.com

Elf Sponsorship - \$8,500 [limit 1] Sold

All Reindeer sponsor benefits plus:

- Exclusive logo rights (along with the parade and presenting sponsor, Manitoba Hydro, logos) on all 900 volunteer toques – provided by the parade
- Option to bring greetings at the volunteer training sessions and the recognition evening
- First right of refusal for 2018 Elf Sponsorship

Safety Sponsorship - \$8,500 [limit 1]

All Reindeer sponsor benefits plus:

- Exclusive logo rights (along with the parade and presenting sponsor, Manitoba Hydro, logos) on all identification of 'No Feet on the Street' volunteers, safety and communication personnel – provided by the parade
- Option to bring greetings at the volunteer recognition evening
- First right of refusal for 2018 Safety Sponsorship

Reindeer Sponsor Package - \$5,000

All Candy Cane sponsor benefits plus:

- Signage recognition at marshaling and dispersal locations
- Option to distribute promotional material at all parade events including volunteer training sessions, the VIP/sponsor reception and the volunteer recognition evening
- Produced air time segments in the Shaw live broadcast of the parade that attracts 50,000 households in addition to value added spots in the post-event production video

North Pole Supplier Sponsor - \$3,500 [limit 1 per good/service]

All Candy Cane sponsor benefits plus:

- In relevant conversations and promotions, the North Pole Supplier Sponsor will be noted as the North Pole's Official [good/service] Supplier
- First right of refusal for 2018 North Pole's Official [Good/Service] Supplier sponsorship



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Santa's Sleigh Sponsor - \$3,500 [limit 1 per good/service]

All Candy Cane sponsor benefits plus:

- In relevant conversations and promotions, the Santa's Sleigh Sponsor will be noted as the Santa's Sleigh Sponsor
- Reserved VIP seating during parade
- First right of refusal for 2018 North Pole's Official [Good/Service] Supplier sponsorship

Candy Cane Sponsor - \$2,500

All Snowflake sponsor benefits plus:

- Complimentary parade entry, if desired
- Logo inclusion in all parts of the \$100,000+ advertising/promotional campaign
- Signage recognition on all barrier location along the parade route.
- Option to distribute promotional material at the VIP/sponsor reception and the volunteer recognition evening
- Permission to use parade logo on cross-promotions
- Invitation to and recognition at the Volunteer Recognition Evening

Snowflake Sponsor - \$1,500

Benefits include:

- Logo inclusion in select parts of the online advertising/promotional campaign
- Web site recognition with logo and link
- Invitation to the Volunteer Recognition Evening
- VIP Reception passes including "Kidz Corner" passes for children of VIP's

InKind Sponsor

Available on an 'as needed' basis.

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