

# 2022 Sponsorship Opportunities

The **Staunton Christmas Parade** has been a holiday tradition for decades. Join us as some of our favorite holiday characters arrive in Staunton to kickoff "**A Storybook Christmas**" on **Monday, November 28, 2022** at 7:00PM! Build your brand awareness and engage with the Staunton community during this holiday season by becoming one of our 2022 Staunton Christmas Parade Sponsors. **Info:** (540) 332-3867 OR [info@stauntondowntown.org](mailto:info@stauntondowntown.org)

## Hometown Parade Sponsor / \$5,000

### 1 Sponsorship available

Recognized in all advertising as 2022 Hometown Parade Sponsor

Name/Company logo placed/linked in media including the SDDA website, social outlets and e-blasts

- About 5,000 website visits per month
- SDDA currently has over 5,500 followers on Facebook and 2,500 on Instagram
- Over 3,000 subscribers in the SDDA "community" e-blast list

Name/Company logo printed on signage/posters advertising Staunton Christmas Parade

Opportunity to be a part of ribbon cutting/count down at the beginning of the parade

Name/Company logo printed on banner at the beginning of the parade

Opportunity for company team members to carry banner

1 Entry at the beginning of the parade, (follows behind company banner)

VIP Parade Viewing Social, includes refreshments & pre-parade photo w/ Santa, 1 East Beverley St., 2nd Floor

Name/Company makes it onto Santa's NICE list for 2022

## Santa's Sleigh Sponsor / \$2,500

### 1 Sponsorship available

Recognized in advertising as 2022 Santa's Sleigh Sponsor

Name/Company logo used in media including the SDDA website, social outlets and e-blasts

- About 5,000 website visits per month
- SDDA currently has over 5,500 followers on Facebook and 2,500 on Instagram
- Over 3,000 subscribers in the SDDA "community" e-blast list

Name/Company logo and link placed on SDDA website and/or tagged in social media posts

Name/Company logo printed on signage/posters advertising Staunton Christmas Parade

Name/Company logo printed on banner in front of Santa's Sleigh

Opportunity for company team members to carry company's banner

1 Parade Entry (in front of Santa's Sleigh) follows behind company banner

Opportunity for branded company vehicle to pull Santa float

Pre-Parade photo on float w/ Santa, Mrs. Claus and elves

Name/Company makes it onto Santa's NICE list for 2022

*\*Santa's Float is designed, styled and staffed with help from our friends at ShenanArts*

## Reindeer / \$800-\$1,000

### 2021/2022 ALREADY SECURED. NOW SEEKING 2023 REINDEER SPONSORS:

8 Sponsorships available @ \$800 each (*Dasher, Dancer, Prancer, Vixen, Comet, Cupid, Donner, Blitzen*)

1 Sponsorship available @ \$1,000 each (*Rudolph*)

Recognized in advertising as Reindeer Sponsor

Name/Company logo used in media including the SDDA website, social outlets and e-blasts

- About 5,000 website visits per month
- SDDA currently has over 5,500 followers on Facebook and 2,500 on Instagram
- Over 3,000 subscribers in the SDDA "community" e-blast list

Name/Company logo and link placed on SDDA website and/or tagged in social media posts

Promotional photo opportunity w/ reindeer

Opportunity for pre-parade photos w/ reindeer and Santa

Name/Company logo displayed on reindeer badges during parade

Name/Company makes it onto Santa's NICE list for 2022



Staunton Christmas Parade