



2021 Sponsorship Package

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Event Overview

The Greater Moncton Santa Claus Parade was established by a group of community-minded volunteers in 1967 that had the vision to create this family friendly seasonal event. Over the years the parade has continued to grow to our current size of close to 100,000 spectators who line the streets of Moncton and Dieppe to enjoy the beautiful parade entries. This year the parade will celebrate our Festival of Lights on Saturday, November 27th at 5 p.m.

The parade is the largest in Atlantic Canada and the third largest in all of Canada! This community parade has continued to grow and evolve over the last 50 + years under the organizational watch of a dedicated committee of volunteers. As a non-profit organization the parade relies upon the generous financial support from our corporate community, municipalities and individuals, without whom the event would not be able to continue.

The Parade is a magical event that reaches out to the entire community; building the Christmas and Community Spirit that makes Greater Moncton such a wonderful place to live, work, grow and play.

VIP Meet & Greet

One week before the big event we will host 500 special guests at a family event where they get to meet Santa and Mrs. Claus and get their pictures taken with them on their floats. The event committee will preview our three key floats including Santa's Sleigh with Santa, Santa's Workshop with Mrs. Claus and our huge Christmas Tree Float with some of our cute and cuddly parade mascots.

Pre-Parade Family Fun Zones

On parade day we will present various Family Fun Zones along the parade route where families can enjoy some festive entertainment as they line up early to await the parade. Fun Zone activities will include live music and photo ops with parade mascots.

Marketing Overview

Marketing mediums include newspaper, radio, internet, social media and posters which are utilized to help us promote the event and recognize our generous sponsors. Our main demographic is young families followed by the seniors market with a large number of grandparents also attending the event.

This Parade presents your company with a tremendous opportunity to promote your products and services in a unique and effective way. This captive audience of close to 100,000 consists of a wide variety of people drawn to the parade by its diversity and glowing reputation. We invite you to get involved and to choose a sponsorship category that matches your marketing exposure needs and budget.

Sponsorship Opportunities

The final pages of this document outline the exciting marketing sponsorship opportunities that will allow your company to participate in this cornerstone community event.

Regardless of your organization's size, we have a marketing sponsorship option that will meet your company's unique marketing recognition needs. We will be happy to meet with you and design a customized recognition package that will better align our opportunities with your marketing goals. Whether it is cross promotional opportunities or heightened exposure at the special event, we look forward to working with you to develop this into a clear win-win opportunity.

To get involved with this year's edition event we are asking for sponsorship contributions ranging from \$250 - \$10,000 in cash, products and services to help cover the cost of marketing, prizes and general expenses. We ask that you please take the time to consider these marketing opportunities and decide where your company could best benefit from a relationship with the Greater Moncton Santa Claus Parade.

With your support, we can continue to maintain the Greater Moncton Santa Claus Parade as the premiere parade in Atlantic Canada providing joy to so many families from our region along with the thousands of visitors that come to Moncton to experience the parade.

Please do not hesitate to contact our sponsorship coordinators with any questions you have about the event and the marketing opportunities available to your company by becoming a valued sponsor.

Festival Presenting Partnership: \$ 10,000

One Opportunity (Sold to Royale)

- Company name attached to all event activities as the presenting sponsor in all forms of advertising (television, newspaper, radio, website, social media and posters).
- Cross-Promotional activation opportunities throughout all event activities.
- Cross-Promotional advertising rights.
- Lead corporate float in parade.
- Company Signage to be displayed during parade.
- Recognition of your company by the MC at all event activities.
- Participation at event media conference.
- Corporate logo displayed on sponsor signage at end of parade.
- Host of event awards banquet.
- Unlimited invites to awards banquet.
- 75 tickets to the VIP Meet & Greet event.
- Exclusivity rights in the “Presenting Partner” sponsorship category as well as exclusivity as a sponsor in your business category.
- First right of renewal in subsequent years.

Special Event Sponsor: \$ 2,500

4 Opportunities

- Placement of corporate logo in all forms of advertising (newspaper, 75% radio, website, social media and posters).
- Tied to one of the pre-parade special events
 - Present a Family Fun Zone
 - Present the VIP Meet & Greet event
- Free corporate float entry in parade.
- Title of “Brought to you by” for an entry awards category (i.e. High School, Charity, College).
- Cross-Promotional activation opportunity on parade route.
- Cross-Promotional advertising rights.
- Corporate logo displayed on sponsor signage in parade.
- Recognition of your company by the MC event activities.
- 6 invitations to awards banquet.
- 40 tickets to the VIP Meet & Greet event.
- First right of renewal in subsequent years.

Entry Category Sponsorship: \$ 1,000

- Placement of corporate logo in select forms of advertising (50% radio, website, social media and posters).
- Free corporate float entry in parade.
- Title of “Brought to you by” for an entry awards category (i.e. High School, Charity, College).
- Cross-Promotional activation opportunity on parade route.
- Cross-Promotional advertising rights.
- Corporate logo displayed on sponsor signage in parade.
- Recognition of your company by the MC event activities.
- 4 invitations to awards banquet.
- 15 tickets to the VIP Meet & Greet event.

Parade Mascot Sponsorship: \$ 500

- Placement of corporate logo in select forms of advertising (25%, radio, website, social media).
- Free corporate float entry in parade.
- Cross-Promotional advertising rights.
- Opportunity for delegate to walk in one of the parade mascot costumes during parade.
- Corporate logo displayed on sponsor signage in parade.
- Recognition of your company by the MC event activities.
- 2 invitations to awards banquet.
- 8 tickets to the VIP Meet & Greet event.

Friend of Parade Sponsorship: \$ 250

- Placement of corporate logo in select forms of advertising (website, social media).
- Cross-Promotional advertising rights.
- Corporate logo displayed on sponsor signage in parade.
- Recognition of your company by the MC event activities.
- 4 tickets to the VIP Meet & Greet event.