



Christmas Parade

Corporate Sponsorship Opportunities

Saturday, December 2, 2023

The Dominion Energy Christmas Parade has been a fixture in the Richmond community for 40 years, and our mission is to create a family-friendly experience that brings the holiday spirit to children and adults, community partners, and local businesses. For more information about sponsorships, please email us at sponsors@richmondparade.org.

Presenting Sponsor | \$25,000

1 Sponsorship Available

- 2 Units (Balloon, Float, Specialty)
- Featured on WTVR-CBS6 live parade broadcast (also rebroadcast Christmas Day)
- Branded banner in front of sponsored unit
- Your logo in Richmond Times-Dispatch ad, Parade website and event program
- Logo on street signage at event and event sweatshirts
- Live television interview on the morning of Parade broadcast
- 1 :30 Second pre-produced commercials during Parade broadcast
- 1 :10 Second billboard ad during Parade broadcast
- 50 Parade VIP grandstand tickets (\$1,250 value)
- 25 Parade VIP parking passes

Contributing Sponsor | \$15,000

Multiple Sponsorships Available

- 1 Unit (Balloon, Float, Specialty)
- Featured on WTVR-CBS6 live parade broadcast (also rebroadcast Christmas Day)
- Branded banner in front of sponsored unit
- Your logo in Richmond Times-Dispatch ad, Parade website and event program
- Logo on street signage at event and event sweatshirts
- 1 :10 Second billboard ad during Parade broadcast
- 25 Parade VIP grandstand tickets (\$1,250 value)
- 15 Parade VIP parking passes

Grand Marshal or Santa Claus Sponsor | \$10,000

1 Sponsorship Available

- 1 Float (includes your company's logo in prominent location on unit)
- Featured with extended airtime on WTVR-CBS6 live parade broadcast (also rebroadcast Christmas Day)
- Branded banner in front of sponsored unit
- Your logo in Richmond Times-Dispatch ad, Parade website and event program
- 1 Press release featuring Grand Marshal and highlighting sponsorship
- 3 Social media posts tagging your social media profile (Facebook, Instagram, Twitter)
- 1 :10 Second billboard ad during Parade broadcast
- 15 Parade VIP grandstand tickets (\$375 value)
- 10 Parade VIP parking passes

Float Sponsor | Basic: \$6,000 / Mid: \$8,000 / Premium: \$10,000

9 Sponsorships Available

- 1 Float (includes your company's printed logo on each side of float)
- Featured on WTVR-CBS6 live parade broadcast (also rebroadcast Christmas Day)
- Branded banner in front of sponsored unit
- Your logo in Richmond Times-Dispatch ad, Parade website and event program
- 10 Parade VIP grandstand tickets (\$250 value)
- 6 Parade VIP parking passes

Basic: \$6,000	Pre-designed float (choose from selection of basic floats) Printed signage on float: 2 logos
Mid: \$8,000	Pre-designed float with personalization (choose from selection of mid-range floats) Printed signage on float: 2 logos <i>Optional: Music (e.g. generator, sound system, cables)*</i>
Premium: \$10,000	Pre-designed float with personalization (choose from selection of premium floats) Printed signage on float: 2 logos + additional messaging Street signage in front of broadcast area <i>Optional: Music (e.g. generator, sound system, cables)*</i>

* Portable media player is not included. Premium sound equipment (such as microphones) may be rented for an additional fee.

Balloon Sponsor | Small: \$4,000 / Medium: \$5,000 / Large: \$6,000

8 Sponsorships Available

- 1 Balloon with balloon handler training on morning of the Parade
- Featured on WTVR-CBS6 live broadcast (also rebroadcast Christmas Day)
- Branded banner in front of sponsored unit
- Your logo in Richmond Times-Dispatch ad, Parade website and event program
- 10 Parade VIP grandstand tickets (\$250 value)
- 6 Parade VIP parking passes
- *Optional: Parade team can provide balloon handler volunteers (all balloon sizes)*

Small: \$4,000	Small (10-15 cu ft); typically requires 8-12 volunteers
Medium: \$5,000	Medium (16-29 cu ft); typically requires 12-15 volunteers
Large: \$6,000	Large (30-45 cu ft); typically requires 20-25 volunteers

Special Unit Sponsor | \$5,000+

Multiple Sponsorships Available

- 1 Specialty Unit or College Marching Band (cost is dependent on size/location of unit)
- Featured on WTVR-CBS6 live broadcast (also rebroadcast Christmas Day)
- Branded banner in front of sponsored unit
- Your logo in Richmond Times-Dispatch ad, Parade website and event program
- "Sponsored By" billboard ad while unit performs on Parade broadcast
- 10 Parade VIP grandstand tickets (\$250 value)
- 6 Parade VIP parking passes