



Christmas Parade

Corporate Sponsorship Opportunities

Saturday, December 7, 2024

The Dominion Energy Christmas Parade has been a fixture in the Richmond community for over 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 Robert Kelly at president@richmondparade.org.

Presenting Sponsor | \$25,000

- 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
- 25 Parade VIP parking passes

Contributing Sponsor | \$15,000

- 1 Unit (Large Balloon, Premium Float, Specialty Unit)
- 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
- 15 Parade VIP parking passes

Grand Marshal or Santa Claus Float Sponsor | \$7,500

- 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
- 10 Parade VIP parking passes

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

- 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
- 6 Parade VIP parking passes

Basic: \$6,000	Predesigned float (choose from selection of stock Christmas-theme floats) Printed signage on float: 2 logos
Mid: \$8,000	Predesigned float with limited personalization (some customized design) Printed signage on float: 2 logos + additional messaging (2 signs) <i>Optional: Music (sound system w/Bluetooth)*</i>
Premium: \$10,000	Predesigned float with considerable personalization (much customized design from selection of unique floats) Printed signage on float: 2 logos + additional messaging (up to 6 signs) Street signage in front of broadcast area <i>Optional: Music (e.g. generator, sound system w/Bluetooth, cables)*</i>

* Sound equipment (such as microphones) may be rented for an additional fee.

Balloon Sponsor | Small: \$2,500 / Medium: \$4,500 / Large: \$7,500

- 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: \$2,500 (Helium) \$1,000 (Cold Air)	Small (10-13 ft range); typically requires 8-12 volunteers
Medium: \$4,500 (Helium) \$2,500 (Cold Air)	Medium (15-20 ft range); typically requires 15-18 volunteers
Large: \$7,000 (Helium)	Large (25-35 ft range); typically requires 20-25 volunteers

Note: Due to the volatility of helium gas costs, balloon fees may be subject to increases.

Special Unit Sponsor | \$5,000- \$7,500

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