



Christmas Parade

2026 Sponsorship Opportunities

Saturday, December 5, 2026

The Dominion Energy Christmas Parade connects your brand with up to **100,000 spectators** and a regional TV audience during one of the most anticipated holiday events in Central Virginia. Last year, the broadcast and rebroadcast reached more than **120,000 individuals**.

For more information about sponsorships, email Tara Daudani at director@richmondparade.org.

Presenting Sponsor | \$50,000

1 Available

- Event referred to as “Dominion Energy Christmas Parade Presented by (your company)”
- 1 Unit (Medium Balloon, Premium Float or Specialty Unit)
- Logo added to official event logo and used in promotional materials
- 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
- One :10 Second billboard ad during Parade broadcast
- 50 Parade VIP tickets that include access to grandstand seating and breakfast reception
- 25 Parade VIP parking passes

Fan Zone Sponsor | \$25,000

1 Available

- 1 Unit (Medium Balloon, Premium Float or Specialty Unit)
- Logo added to official event logo and used in promotional materials
- 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
- One :10 Second billboard ad during Parade broadcast
- 35 Parade VIP tickets that include access to grandstand seating and breakfast reception
- 20 Parade VIP parking passes

Parade Private Party Sponsor | \$17,500

1 Available

- 1 Unit (Medium Balloon, Standard Float or 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
- One :10 Second billboard ad during Parade broadcast
- **Parade Party** - Enjoy a private sectioned off area for your group
 - Chairs, standing room, coffee, hot chocolate and continental breakfast in your section
 - Promotional banner marking your section that will be along the Broad St. median for front row parade viewing!
 - 100 wristbands for exclusive party area access
 - 50 Parade VIP parking passes

Grand Marshal or Santa Claus Float Sponsor | \$8,500

1 Each Available

- 1 Standard Float (includes your company's logo in prominent location on unit)
- Featured with extended airtime on WTVR-CBS6 live parade broadcast (rebroadcast Christmas Day)
- Branded banner in front of sponsored unit
- Your logo in Richmond Times-Dispatch ad, Parade website and event program
- One press release featuring Grand Marshal and highlighting sponsorship or Santa Claus float mention
- One :10 Second billboard ad during Parade broadcast
- 15 Parade VIP tickets that include access to grandstand seating and breakfast reception
- 10 Parade VIP parking passes

Float Sponsor | Basic: \$7,000 / Standard: \$8,000 / Premium: \$10,000

- One 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

<ul style="list-style-type: none"> • Basic: \$7,000 	<ul style="list-style-type: none"> • Predesigned float (choose from selection of stock Christmas theme floats) Printed signage on float: 2 logos
<ul style="list-style-type: none"> • Standard: \$8,000 	<ul style="list-style-type: none"> • Predesigned float with limited personalization (some customized design) • Printed signage on float: 2 logos + additional messaging (2 signs)
<ul style="list-style-type: none"> • Premium: \$10,000 	<ul style="list-style-type: none"> • 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 speakers or microphones) may be rented for an additional fee.

Balloon Sponsor | Small: \$4,500 / Medium: \$8,000

- 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
- 6 Parade VIP parking passes

<ul style="list-style-type: none"> • Small: \$4,500 (Helium) \$2,500 (Cold Air) 	<ul style="list-style-type: none"> • Small (10-13 ft range) • Typically requires ~8 volunteers
<ul style="list-style-type: none"> • Medium: \$8,000 (Helium) \$5,000 (Pulled Cold Air) 	<ul style="list-style-type: none"> • Medium (15-25 ft range) • Typically requires ~15 volunteers
<ul style="list-style-type: none"> • Large: Price Upon Request 	<ul style="list-style-type: none"> • Large (25' and larger) • Typically requires ~20 volunteers

Optional: Parade team can provide balloon handler volunteers (all balloon sizes) with advance notice

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

College Band Sponsorship | \$10,000

- 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
- 15 Parade VIP grandstand tickets
- 8 Parade VIP parking passes

Special Unit Sponsor | Packages Upon Request

Multiple Sponsorships Available

- 1 Specialty Unit (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
- 10 Parade VIP grandstand tickets
- 6 Parade VIP parking passes

Specialty Add-ons | Pricing Upon Request

- "Snow" Machines in front of units
- Sound equipment
- Other special effects options (lighting, confetti blast, etc)