



Christmas Parade

Corporate Sponsorship Opportunities

Saturday, December 4, 2021

The Dominion Energy Christmas Parade has been a fixture in the Richmond community for 38 years, and its mission is to create a family-friendly experience that brings the holiday spirit to children and adults, community partners, and local businesses. Build your brand awareness and engage with the Richmond community this holiday season! Please contact Tera Barry at sponsors@richmondparade.org or (804) 937-8372 for more information.

Presenting Sponsor | \$25,000

1 Sponsorship available	Link from Parade website to your website
2 Units (Balloon, float, or specialty) with banners in front of each unit	1 :30 Second pre-produced commercials during Parade broadcast
Featured in Parade broadcast on WTVR-CBS6 (also rebroadcast Christmas Day)	1 :10 Second billboard ad during Parade broadcast
Listed as “Presenting Sponsor” on Parade materials	Live television interview on the morning of Parade broadcast
Your company logo in Richmond Times-Dispatch ad, Parade website and event program	75 Parade VIP grandstand tickets (\$1,125 value)
Logo on street signage at event and event sweatshirts	30 Parade VIP parking passes

Contributing Sponsor | \$15,000

1 Sponsorship per industry; up to 3 total	Logo on street signage at event and event sweatshirts
2 Units (Balloon, float, or specialty) with banners in front of each unit	Link from Parade website to your website
Featured in Parade broadcast on WTVR-CBS6 (also rebroadcast Christmas Day)	1 :10 Second billboard ad during Parade broadcast
Listed as “Contributing Sponsor” on Parade materials	25 Parade VIP grandstand tickets (\$375 value)
Your company logo in Richmond Times-Dispatch ad, Parade website and event program	15 Parade VIP parking passes

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

1 Sponsorship available	1 Press release featuring Grand Marshal and highlighting sponsorship
1 Float with banner in front of unit; includes your company's brand and logo in prominent location on unit	Link from Parade website to your website
Featured in Parade broadcast on WTVR-CBS6 (also rebroadcast Christmas Day)	1 :10 Second billboard ad during Parade broadcast
Listed as "Float Sponsor" on Parade materials	10 Parade VIP grandstand tickets (\$150 value)
Your company logo in Richmond Times-Dispatch ad, Parade website and event program	6 Parade VIP parking passes

Float, Balloon OR Special Unit Sponsor | \$5,000-\$9,999

Multiple Sponsorships available	If float: two printed logos or signs placed on each side of the unit
1 Unit (Balloon, float, or specialty) with banner in front of unit	Link from Parade website to your website
Featured in Parade broadcast on WTVR-CBS6 (also rebroadcast Christmas Day)	10 Parade VIP grandstand tickets (\$150 value)
Listed as "Parade Sponsor" on Parade materials	6 Parade VIP parking passes
Your company logo in Richmond Times-Dispatch ad, Parade website and event program	

Partial Balloon Sponsor | \$2,000

Sponsorships Available - TBD	Your company logo in Richmond Times-Dispatch ad, Parade website and event program
1 Balloon (to share with multiple sponsors) with banner in front of unit	Link from Parade website to your website
Featured in Parade broadcast on WTVR-CBS6 (also rebroadcast Christmas Day)	4 Parade VIP grandstand tickets (\$60 value)
Listed as "Parade Sponsor" on Parade materials	2 Parade VIP parking passes