



2023 Sponsorship Opportunities

Sponsorship opportunities are available on a first come, first served basis.

There are numerous costs associated with organizing the parade. The Town of Renfrew is seeking sponsorships to help offset these costs. Some costs include: traffic control, facility and ground rentals, goodie bags for children, Santa's float, decorations for "Pictures with Santa".

The Town of Renfrew can offer an official receipt for your sponsorship donation for tax purposes.

TITLE SPONSOR Santa Claus Level (1 Available)

\$1000

- All promotional material will have "Brought to you by _____"
- Sponsor recognized in 100% of print advertising for parade including: media releases, newspapers, and posters, radio, television, Town of Renfrew website, and Town of Renfrew social media platforms.
- Two (2) floats permitted in the parade. Your float will be directly before Santa at the end of the parade. Alternatively, you can have a parade banner made, we can have volunteers carry it and walk throughout the parade with it. Or you can have members from your organization carry it. These banners help build recognition for your organization during parade.
- Large balloon/ornament displayed behind Santa for "Pictures with Santa" with your organization name.
- Signage displayed during parade in front of Town Hall as well as at Recreation Centre where "Pictures with Santa" are, recognizing your organization as the Title Sponsor with logo.



SANTA CLAUS PARADE

2023 Sponsorship Opportunities Continued

Reindeer Level (2 Available)

\$500

- Promotional material: Sponsor recognized on posters, Town of Renfrew website, and Town of Renfrew social media platforms with sponsor logo.
- You can have a parade banner made, we can have volunteers carry it and walk throughout the parade with it. Or you can have members from your organization carry it. These banners help build recognition for your organization during parade.
- Large balloon/ornament displayed behind Santa for “Pictures with Santa” with your organization name.
- Signage displayed during parade in front of Town Hall as well as at Recreation Centre where “Pictures with Santa” are, recognizing your organization as the Reindeer Level Sponsor with logo.

Elf Level (5 Available)

\$200

- Promotional material: Sponsor recognized on posters, Town of Renfrew website, and Town of Renfrew social media platforms with sponsor logo.
- Signage displayed during parade in front of Town Hall as well as at Recreation Centre where “Pictures with Santa” are, recognizing your organization as the Elf Sponsor with logo.

Candy Cane Level (20 Available)

\$50

- The organization’s printed name listed as Candy Cane Level Sponsor on Town of Renfrew website and social media platforms in “Thank you to our Sponsors” post.
- Signage displayed during parade in front of Town Hall as well as at Recreation Centre where “Pictures with Santa” are, recognizing your organization as a Candy Cane Sponsor with organization name printed.





Sponsorship Request Form

To become a sponsor of the 2023 Santa Claus Parade, please submit this form by email, in-person or by mail. Sponsorship is offered on a first come, first served basis.

The Town of Renfrew
127 Raglan St. S, Renfrew ON, K7V 1P8
Email: jfraser@renfrew.ca

Contact Information (Please print):

Name of Company/Organization/Group: _____

Contact Person Name: _____

Phone: _____ Email: _____

Sponsorship Level Selected:

- Santa Claus Level-\$1000-TITLE SPONSOR
- Reindeer Level-\$500
- Elf Level-\$200
- Candy Cane Level-\$50

DO YOU REQUIRE AN OFFICIAL RECEIPT? YES NO

If you cannot sponsor with any of the above sponsorship opportunities, but you still want to support the Renfrew Santa Claus Parade please consider volunteering or donating an in-kind item such as treats for the goodie bags.

