



Brought to you by the ROCHESTER REGIONAL CHAMBER FOUNDATION



# SPONSORSHIP OPPORTUNITIES

## INSTRUCTIONS

Please complete this form to solidify your 2021 sponsorship commitment by Monday, November 15, 2021. Then email your high resolution .PNG / .EPS logo file(s), no later than Monday, November 15, 2021 to [maggie@rrc-mi.com](mailto:maggie@rrc-mi.com) with completion of this application.

## Sponsor Agreement

SPONSORSHIP LEVEL: \_\_\_\_\_

Amount Due: \$ \_\_\_\_\_       Check Enclosed       Visa / Mastercard

Sponsorship levels described on the reverse side. Please make checks payable to:  
Rochester Regional Chamber Foundation, 71 Walnut Blvd, Ste. 110, Rochester, MI 48307

NAME: \_\_\_\_\_

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

CC#: \_\_\_\_\_

EXP. DATE: \_\_\_\_\_ SEC. CODE: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

Send your high resolution logo file(s) by Monday, November 15, 2021 to [maggie@rrc-mi.com](mailto:maggie@rrc-mi.com) with completion of this form.

Thank you to our Chamber Partners!



# Sponsorship Opportunities

## Santa's Reindeer Warm-Up

Santa's Reindeer Warm-Up is the staging area for all parade participants located at Stoney Creek High School, between 10 am and 2 pm. Approximately 3,000 children and adults fill the gym and parking lot, preparing for the parade.

### ○ Warm-Up Booth Sponsor \$250 (10 Available)

- Display table inside Stoney Creek High School gym (Staging Area)
- Provide a hands-on activity or game (crafts, coloring, games, etc)
- Hand out marketing materials/promotional items in High School
- Promotion in social media channel and ePublication

### ○ Presenting Partner \$2,500 (2 Available)

- Exclusive name recognition as sponsor of the staging area
- Promotion in social media channel, marketing materials, website page, and ePublication
- 10 free tickets for reserved bleacher seating in downtown Rochester for prime parade viewing
- Recognition of sponsorship throughout the parade announced by two live announcer stations and our parade commentators
- Display table inside Stoney Creek High School gym (Staging Area)
- Two free tickets and recognition at the Grand Marshal Gala

## Santa's Wonderland

Santa's Wonderland is located in downtown Rochester during the parade. These decorated, heated tents serve as a warming area for children and their families, featuring photos with Santa & Mrs. Claus prior to the parade, as well as children's activities and hot cocoa/coffee.

### ○ Santa's Wonderland Booth Sponsor \$250 (6 Available)

- Display table in Santa's Wonderland warming area
- Must provide a children's activity and/or swag item. Examples include: cookie decorating, ornament decorating, games, etc.
- Business name and activity will be promoted in Santa's Wonderland marketing materials
- Promotion in social media channel and ePublication

## Parade Sponsors

The Rochester Area Hometown Christmas Parade has been apart of the Rochester Area for nearly 70 years. The Rochester Area Hometown Christmas Parade is the largest Christmas parade in Michigan featuring over 100 entries marching down a one and a half mile route.

### ○ Santa Award \$2,000 (2 Available)

- Banner with name at Alliance Credit Union (University & Main St)
- Recognition of sponsorship throughout the parade announced by two live announcer stations and our parade commentators
- Two free tickets and name recognition at Grand Marshal's Gala
- Promotion in social media channel and ePublication

### ○ Mrs. Claus Award \$2,000 (2 Available)

- Banner with name at Alliance Credit Union (University & Main St)
- Recognition of sponsorship throughout the parade announced by two live announcer stations and our parade commentators
- Two free tickets and name recognition at Grand Marshal's Gala
- Promotion in social media channel and ePublication

### ○ Reindeer Award \$1,000 (7 Available)

- Sponsorship of a local high school band with a banner in the parade; Band sponsorship is assigned
- Recognition of sponsorship throughout the parade announced by two live announcer stations and our parade commentators
- Two free tickets and name recognition at Grand Marshal's Gala
- Promotion in social media channel and ePublication

### ○ Grand Marshal Parties \$1,000 (1 Available)

- Recognition of sponsorship throughout the parade announced by two live announcer stations and our parade commentators
- Two free tickets and name recognition at Grand Marshal's Gala
- Promotion in social media channel and ePublication

### ○ Snowflake Award \$500 (6 Available)

- Recognition of sponsorship of Shuttle Busses at Bus Lot
- Two free tickets and name recognition at Grand Marshal's Gala
- Promotion in social media channel and ePublication

## Grand Marshal Gala

You are cordially invited to celebrate this year's parade at the Grand Marshal Celebration on Thursday, December 5 2019 from 6:00 to 9:00 pm at Great Oaks Country Club.

### ○ Gala Presenting Partners \$3,000 (2 Available)

- Promotion of company name or logo in social media channel, marketing materials (official event invite/program), website page, and ePublication
- Ten free tickets and name recognition at Grand Marshal's Gala
- Presentation of award to Grand Marshal
- Promotion in social media channel and ePublication

### ○ Gala Food Sponsor \$600 (1 Available)

- Company name or logo on event signage
- Two free tickets and name recognition at Grand Marshal's Gala
- Promotion in social media channel and ePublication

### ○ Gift Sponsor \$1,000 (2 Available)

- Company Logo displayed on Gift awarded to each Parade Sponsor
- Four free tickets and name recognition at Grand Marshal's Gala
- Company name/logo displayed in program book
- Promotion in social media channel and ePublication

### ○ Gala Entertainment Sponsor \$400 (2 Available)

- Company name or logo on event signage
- Two free tickets and name recognition at Grand Marshal's Gala
- Promotion in social media channel and ePublication

## Other SPONSORSHIP OPPORTUNITIES

### ○ TV Zone Sponsor \$1000 (3 Year Commitment)

- Company name or logo on 2 flags/signs placed just before filming areas
- Two free tickets and name recognition at Grand Marshal's Gala
- Promotion in social media channel and ePublication

### ○ Elves After Glow Sponsor \$1000

*Help support the volunteers that help run the parade!*

- Two free tickets to the Grand Marshal's Gala
- Tickets for bleacher seating day of the parade
- Promotion in social media channel and ePublication