



Brought to you by the ROCHESTER REGIONAL CHAMBER FOUNDATION



# SPONSORSHIP OPPORTUNITIES

## INSTRUCTIONS

- Use the fillable form option to submit your completed application with printed type.
- Complete this form and payment to solidify your 2022 sponsorship commitment by Monday, October 17, 2022.
- Email your high resolution .PNG / .EPS logo file(s), to [maggie@rrc-mi.com](mailto:maggie@rrc-mi.com) with completion of this form by Monday, October 17, 2022.

## Sponsor Agreement

Must be completed with payment by Monday, October 17, 2022.

SPONSORSHIP LEVEL: _____ Amount Due: \$ _____ <input type="checkbox"/> Check Enclosed <input type="checkbox"/> Visa / Mastercard
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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: \_\_\_\_\_

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

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

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

Thank you to our Chamber Partners!



# Sponsorship Opportunities

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## Santa's Reindeer Warm-Up (Staging Area)

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 \$300 (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 and eNews

### ○ Marching Reindeer \$600 (7 Available)

- Sponsorship of a local high school band; 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 Gala
- Promotion in social media and eNews

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

- Exclusive name recognition as sponsor of the staging area
- Promotion in social media, marketing materials, website, and eNews
- 10 free tickets for reserved bleacher seating in downtown Rochester for prime parade viewing
- Recognition of sponsorship throughout the parade announced by 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

## Parade Banner 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 Banner \$2,000 (4 Available)

- Banner with name at 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 Gala
- Promotion in social media and eNews

### ○ Mrs. Claus Banner \$2,000 (4 Available)

- Banner with name at 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 Gala
- Promotion in social media and eNews

### ○ Snowflake Shuttle Banner \$600 (6 Available)

- Recognition of sponsorship of Shuttle Buses at Bus Lot
- Two free tickets and name recognition at Grand Marshal Gala
- Promotion in social media and eNews

## Santa's Wonderland

Santa's Wonderland, located downtown, serves as a warming area for children and their families. The decorated, heated tent features photos with Santa & Mrs. Claus prior to the parade, children's activities, and hot cocoa/coffee.

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

- Name recognition as Wonderland Sponsor
- Promotion in social media, marketing materials, website, and eNews
- 10 free tickets for reserved bleacher seating in downtown Rochester for prime parade viewing
- Recognition of sponsorship throughout the parade announced by live announcer stations and our parade commentators
- Display table inside Wonderland Tent
- Two free tickets and recognition at the Grand Marshal Gala

### ○ Wonderland Booth Sponsor \$300 (16 Available)

- Display table in Santa's Wonderland warming tent
- Must provide hands-on activity and/or swag item. Examples include: cooking, coloring, ornament decorating, games, etc.
- Business name and activity will be promoted in Santa's Wonderland marketing materials
- Promotion in social media and eNews

## Grand Marshal Gala

You are cordially invited to celebrate this year's parade at the exclusive Grand Marshal Gala Celebration.

### ○ Gala Presenting Partners \$3,500 (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 Gala
- Presentation of award to Grand Marshal
- Promotion in social media and eNews

### ○ Gala Food Sponsor \$675 (2 Available)

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

### ○ Gift Sponsor \$1,200 (2 Available)

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

### ○ Gala Entertainment Sponsor \$500 (2 Available)

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

## Other SPONSORSHIP OPPORTUNITIES

### ○ VIP Pre-Party \$1,500 (1 Available)

- Expo table at VIP event
- Two tickets to the invitation-only VIP Party before the Parade begins
- Recognition of sponsorship throughout the parade announced by live announcer stations and our parade commentators
- Two free tickets and name recognition at Grand Marshal Gala
- Promotion in social media and eNews

### ○ TV Zone Sponsor \$4,000 (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 Gala
- Promotion in social media and eNews

### ○ North Pole TV Sponsor \$5,000

- Company name shared numerous times via our live announcer stations during the parade
- Name/Logo recognition throughout livestream broadcast on YouTube
- Parade video aired daily throughout the month of December by Rochester Hills TV
- Parade video on Chamber YouTube, website, and shared on all RRC social media platforms
- Two free tickets and name recognition at Grand Marshal Gala
- Promotion in social media and eNews

### ○ After Glow Sponsor \$1,200

Support and celebrate the volunteers that help run the parade!

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