

2011 Niagara Falls Sponsorship Benefits

Niagara Falls Santa Claus Parade - Saturday, November 19, 2011

Sponsorship Levels and Benefits

Premier Production Sponsorship: \$2,500 +

- Two Company banners (size 6 feet long x 2 feet high) walked through both Parades
- One Company Vehicle in both Parades
- Company name and logo* included in the Celebration Advertisements
- Company name and logo* included on the Event websites
- On the Event website, link to your company website, if desired, until April 2012
- Recognition in Celebration-related articles, media releases, etc.
- Recognition of your company during TVCOGECO broadcasts of the Niagara Falls Santa Claus Parade
- Company name and logo* included in the Thank You Advertisements

Platinum Sponsorship: \$1,500 - \$2,499

- One Company banner (size 6 feet long x 2 feet high) walked through both Parades
- Company name and logo* included in the Celebration Advertisements
- Company name and logo* included on the Event websites
- On the Event website, link to your company website, if desired, until April 2012
- Recognition in Celebration-related articles, media releases, etc.
- Recognition of your company during TVCOGECO broadcasts of the Niagara Falls Santa Claus Parade
- Company name and logo* included in the Thank You Advertisements

Sustaining Gold Sponsorship: \$1,000 - \$1,499

- Company name listed as a Sponsor on the Event websites until April 2012
- On the Event website, link to your company website, if desired, until April 2012
- Recognition in Celebration-related articles, media releases, web page, etc.
- Company name and logo* included in the Thank You Advertisement

Supporting Silver Sponsorship: \$500 - \$999

- Company name listed as a Sponsor on the Event websites until April 2012
- On the Event website, link to your company website, if desired, until April 2012
- Company name included in the Thank You Advertisements

Contributing Sponsorship: \$100 - \$499

- Company name listed as a Sponsor on the Event websites until April 2012
- Company name included in the Thank You Advertisements

Caring Friend Sponsorship: Under \$100

- Company name included in the Thank You Advertisements

*Corporate logo to be provided to the City of Niagara Falls for use in promotional materials. Sponsor approval of Celebration materials will not be provided.

If you have any questions, or require further information, please contact Lori Albanese at the City of Niagara Falls at 905-356-7521, Extension 3332 or Email lalbanese@niagarafalls.ca

To become a sponsor, please forward your cheque payable to:

The City of Niagara Falls

Recreation & Culture

7150 Montrose Road, Unit 1

Niagara Falls, ON L2H 3N3

Attention: Lori Albanese, Community Development Coordinator

