



THE ROCHESTER AREA  
**HOMETOWN**  
*Christmas*  
**PARADE**

WITH PRESENTING SPONSORS



# SPONSORSHIP OPPORTUNITIES

## SUNDAY, DECEMBER 8, 2024

The annual parade draws thousands of visitors and residents to the greater Rochester area. Use this marketing opportunity to connect with your target audience or get exposure to over 3,000 parade viewers!

Multiple sponsorship opportunities are designed to fit any business size! Increase your brand visibility by getting in front of the thousands of parade watchers!

**INSTRUCTIONS - Form & Payment Due November 25, 2024**

- Submit your application with print type form and payment to solidify your sponsorship commitment.
- Email high resolution .PNG / .EPS logo file(s), to [maggie@rrc-mi.com](mailto:maggie@rrc-mi.com) with completed form.

**Sponsor Agreement**

**Must be completed with payment by November 25, 2024.**

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:

COMPANY WEBSITE:

CC#:

EXP. DATE:

SEC. CODE:

SIGNATURE:

*Thank you to our Chamber Investor Partners!*



# Marketing Opportunities

## 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

### 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

## 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 intimate Holiday 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 \$400 (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

## Parade Presenting Sponsors

Parade Presenting Sponsor is the premier sponsorship of the annual Rochester Area Hometown Christmas Parade. Only 2 are available and this is industry exclusive. Additionally, a 2 year commitment is preferred.

Interested candidates must meet with RRC Foundation President. Please request an additional page for details on this sponsorship by emailing [maggie@rrc-mi.com](mailto:maggie@rrc-mi.com)

# Premier Rochester Area Christmas Parade Sponsorship

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## Christmas Parade Presenting Sponsors

This is the premier sponsorship for the annual Rochester Area Hometown Christmas Parade. It is category exclusive and a 2 year commitment is preferred.

### **Presenting Sponsor \$7,500** (3 Available; category exclusive)

#### Print / Digital:

- Logo on all parade literature
  - Including, but not limited to parade entry form, Grand Marshal nomination form, social media posts for the parade and Grand Marshal Gala, parade website page, press releases, the RRC Pulse eNewsletter, and Chamber and Foundation webpages
- Logo recognition during the livestream on Rochester Hills Television and YouTube
- Logo recognition on official parade video
  - Aired on Rochester Hills TV and City of Rochester TV daily throughout the month of December
  - Parade video will be uploaded to the Chamber's YouTube channel, website, and marketed with links via all social media platforms

#### Parade Day:

- Logo on shuttle bus banners
- Logo on all parade stage banners
- 25 tickets for reserved bleacher seating in downtown Rochester providing prime viewing for the parade
- Free parade entry

#### Reindeer Warm-Up:

- Booth in parade staging area at Stoney Creek High School
  - Logo on signage in staging area
  - Expo table within the area for promotional marketing display

#### Holiday VIP Experience:

- VIP staging area for elected officials, dignitaries, Grand Marshals & VIP's
  - Expo table within the area for promotional marketing display

#### Grand Marshal Gala:

- Recognition at the Grand Marshal Gala
- One reserved table seats to attend the Gala
- Opportunity to speak at the Gala
- Expo table for promotional marketing display at Gala

#### Post Event:

- Digital list of all parade entry organizations, including name and other available contact information
- Digital list of all chamber members, made available annually, each year of the sponsorship
- Detailed Sponsor Deliverables Report annually at the end of each year featuring:
  - Online marketing & social media reach
  - Email and mailing reach