Santa Sponsor — **SOLD OUT** — $5,000

Complimentary Parade Unit Entry
Logo and Name on Parade Banner
Logo and Name on Website
Logo and Name on Keepsake Swag
Logo on Volunteer Hat
Name in Press Release
Name on Flyers and Handouts
Social Media Recognition and Stand Alone Post
Weekly Newsletter Inclusion
Recognition at Event

Inflatable Sponsor — $4,000

Parade Inflatable Escorted by Company Representatives
Logo and Name on Website
Name on Flyers and Handouts
Social Media Recognition and Stand Alone Post
Weekly Newsletter Inclusion
Recognition at Event
Business Banner Displayed On Route*

Joy Sponsor — $1,000

Complimentary Parade Unit Entry
Logo and Name on Website
Name on Flyers and Handouts
Social Media Recognition
Weekly Newsletter Inclusion
Business Banner Displayed at Check-In*

*Banner Provided by Sponsor Business
# 2021 Christmas Parade
**Williamsburg, VA**

## Silver Sponsor

- Complimentary Parade Unit Entry
- Name on Website
- Name on Flyers and Handouts
- Social Media Recognition
- Business Banner Displayed On Route*

*Banner Provided by Sponsor Business*

### $500

## Bronze Sponsor

- Complimentary Parade Unit Entry
- Name on Website
- Social Media Recognition

### $300

## Light the Night Sponsor

- Receive 100 Flameless Candles to Distribute on Parade Day
- Name on Candle Map
- Name on Website
- Social Media Recognition

### $300

## Light Vendor Sponsor

- Location on Parade Route to Sell Light-Up Novelties
- Name on Website
- Name on Flyers and Handouts
- Social Media Recognition

### $300 Per Cart