



## Sponsorship Highlights

### Platinum Sponsorship \$3000:

- Items in “Gold” level sponsorship, plus...
- Name/logo on platinum level parade banner
- Larger name/logo on website, all printed advertising, post-parade “thank-you,” etc.
- **\*NEW\*** One lawn sign with logo, displayed in Cobourg 14 days prior to parade (available to first 20)

### Gold Sponsorship \$1500:

- Items in “Silver” level sponsorship, plus...
- Media recognition: radio mention, interview mention, parade commentary mention
- Large name/logo in all banners, print advertising, and post-parade “thank-you”
- **\*NEW\*** One lawn sign with logo, displayed in Cobourg 14 days prior to parade (available to first 20)

### Silver Sponsorship \$1000:

- Items in “Bronze” level sponsorship, plus...
- Medium name/logo on parade sponsor banner
- Medium name/logo in post-parade “thank-you” in local newspapers
- Name/logo in newspaper advertising
- Name/logo on parade posters
- **\*NEW\*** One lawn sign with logo, displayed in Cobourg 14 days prior to parade (available to first 20)

### Bronze Sponsorship \$500:

- Items in “Santa’s Helpers” level sponsorship, plus...
- Name/logo displayed on Cobourg Santa Claus Parade website
- **\*NEW\*** One lawn sign with logo, displayed in Cobourg 14 days prior to parade (available to first 20)

### Santa’s Helpers Sponsorship up to \$500

- Small name/logo on parade banner
- Mention/logo in TVCOGECO parade broadcast credit roll
- Mention in post-parade “thank-you” in local newspapers
- Complimentary copy of parade DVD

### Details About 2015 Cobourg Santa Claus Parade Sponsorships

- Cheques for sponsorship should be payable to: “Cobourg Santa Claus Parade”
- Cheques & forms can be mailed to 145 Carroll Cres., Cobourg, ON K9A 5K5
- All logos must be received in high resolution digital format no later than Nov. 2<sup>nd</sup> 2015
- Logo files can be e-mailed to: **dbia@downtowncobourg.ca**

### 2015 Cobourg Santa Claus Parade Sponsorship Acceptance Form

Company Name: \_\_\_\_\_

Contact #: \_\_\_\_\_

Fax# or E-mail: \_\_\_\_\_

I would like to invest in the following package:

Platinum\_\_\_\_ Gold \_\_\_\_ Silver \_\_\_\_

Bronze \_\_\_\_ Santa’s Helper (amount)\$\_\_\_\_

My contribution will be:

Cash/Cheque\_\_\_\_ In-kind\_\_\_\_

Combo\_\_\_\_

**Thank You!**