



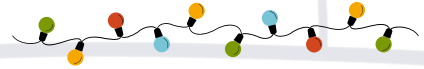
Parade Day & Holiday PARADE OF LIGHTS

CAYCE | WEST COLUMBIA
cwcchamber.com | visitcwcsc.com

SATURDAY, DECEMBER 13TH

North Pole at the Greater CWC Chamber
1006 12th St., Cayce
12:00 to 4:00 pm

Holiday Parade of Lights
Begins at 5:30 PM



Premier Parade Day Sponsor \$5,000

- Set up table/ tent at the North Pole headquarter
- At least three mentions on social media during Parade promotion
- Up to two mentions on social media boosted posts
- VIP Parade seating reserved at main stage
- Parade entry in the Holiday Parade of Lights
- Recognition on all media except TV commercials & billboards
- Will receive everything from Parade Day Sponsor level

Parade Day Sponsor \$2,500

- Business/ Organization recognized on Parade Day printed materials
- Recognition on website with logo with hot link to website
- Shown as specialty sponsor for selection of choice - vendor market, entertainment stage, judges' stage, media pit, kids' zone, parking, and more
- At least two mentions on social media during Parade promotion
- Recognition at Love Local Lighting Ceremony

North Pole Sponsor \$1,000

- Set up table/ tent at the North Pole headquarters
- Recognition on website with logo
- At least two mentions on social media during Parade promotion

Premier Parade Day Sponsor \$10,000

- Recognized as presenting sponsor for Parade Day and the Holiday Parade of Lights Ex. "Parade Day presented by Sponsor Name"
- Recognition with **ALL** event promotion - including but not limited to: TV, radio, social media, billboard and print advertising
- Invitation to have a representative join us for media appearances on TV and/or radio; quotes for newspaper and digital media partners
- Premier sponsor of the North Pole Headquarters
- Table/tent set up at premier location at North Pole; tent, table and 2 chairs included
- Premier sponsor of CWC Chamber float with Santa Claus, opportunity to have wrapped business vehicle pulling Santa's float
- Premier Parade entry in addition to wrapped vehicle pulling Santa
- "Love Local Lighting Ceremony" Sponsor - turn the lights on at the North Pole at a special event before Thanksgiving
- Sponsor of the hospitality station at staging with over 350+ community and business members preparing for the parade. Restrooms and water station.
- Two reserved parking spaces at Chamber Office
- A complimentary position at the judge's table for Holiday Parade of Lights
- VIP Parade seating reserved at main stage
- Custom ROI Report with event post review and engagement