

# Sponsorship Opportunities

## PREMIER PARADE DAY SPONSOR - \$10,000 (ONLY 1 AVAILABLE)

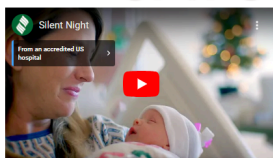
- Recognized as presenting sponsor for Parade Day and the Holiday Parade of Lights Ex. "Parade Day presented by Sponsor Name"
- Recognition with **ALL** event promotion - including but not limited to: TV, radio, social media, billboard and print advertising
- Invitation to have a representative join 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

### Thank you to our Presenting Sponsor: Lexington Medical Center

Lexington Medical Center in West Columbia, SC is a modern medical complex and anchor of a comprehensive health care network providing quality health services that meet the needs of our community.  
2720 Sunset Blvd., West Columbia, SC 29169  
Lexington Medical Center (lexmed.com)



Learn More About Lexington Medical Center



# Sponsorship Opportunities

## **PREMIER PARADE DAY SPONSOR - \$5,000 (ONLY 5 AVAILABLE)**

- Premier shuttle stop sponsor at one of the stops on the Holiday Business Shuttle route
- Set up tent/table at North Pole or selected stop; tent, table and two chairs included
- Business/Organization recognized on shuttle stops, maps
- Recognition as shuttle stop sponsor on website with logo and shuttle signage
- 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 and billboards
- Recognition at Love Local Lighting Ceremony

## **PARADE DAY SPONSOR - \$2,500**

- Premier shuttle stop sponsor at one of the stops on the Holiday Business Shuttle route
- Business/Organization recognized on shuttle stops, maps
- Recognition as shuttle stop sponsor on website with logo and hot link to website and on shuttle signage
- At least two mentions on social media during Parade promotion.

## **HOLIDAY BUSINESS SHUTTLE SPONSOR - \$1,000**

- Set up tent/table at your selected shuttle stop
- Business/Organization recognition on shuttle stops, maps
- Recognition as on website with logo
- At least two mentions on social media during Parade promotion.