

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

SOLD OUT

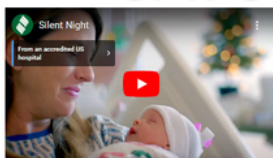
Holiday
PARADE OF LIGHTS

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.

Sponsorship Opportunities

NORTH POLE SPONSOR - CHOOSE ONE OR MORE - \$1,000

- Entertainment Main Stage - Live Music, Performances by local dance and music organizations, announcements & more; logo included on stage banner and social media recognition
- Amusements & Activities - FacePainting, Balloon Artist, Fairy Hair, etc.; sign at each station, social media recognition
- Storytime with Santa - 3 holiday storytime books led by CWC Branch Library; sign at story time area, recognition on social media
- Hot Cocoa Station; business can provide branded items for service, sign at station, recognition on social media
- S'mores Station; business can provide branded items for service, sign at station, recognition on social media
- PhotoBooth with TapSnap; logo included on photo frame, sign at station, recognition on social media
- First Responder Nourishment - help us feed the public safety officers helping keep our attendees safe; include card or info in meal bags, recognition on social media
- Outdoor Movie - "The Grinch" and "Nightmare Before Christmas" on Friday the 13th

PARADE OF LIGHTS

CAYCE | WEST COLUMBIA

Get Involved - Showcase Your Business/Organization

SET UP AT THE NORTH POLE
\$100 FOR CHAMBER MEMBERS
\$250 FOR NON-MEMBERS

- Registration Opens Sept. 1
- 10x10' vendor space at the North Pole
- Tent, 6' table and two chairs included
- 1 reserved parking space



HOLIDAY PARADE OF LIGHTS ENTRY -
\$15/UNIT FOR NONPROFITS AND CHAMBER MEMBERS
\$25/UNIT FOR NON-MEMBERS

- Entry into the Holiday Parade of Lights
- Parade Unit* up to 100 ft.
- Parade Units may consist of anything - motorized vehicle(s), walking groups, golf carts, etc.
- No animals please
- If you would like a parade entry longer than 100 ft., please purchase a second entry space



REGISTRATION FOR THE HOLIDAY PARADE OF LIGHTS BEGINS FOR PAST PARTICIPANTS ON SEPTEMBER 1, 2024 AND OPEN TO THE GENERAL PUBLIC ON OCTOBER 1, 2024. THE PARADE WILL SELL OUT, BE SURE TO REGISTER EARLY.