



The City of Waukesha's
58th Annual Christmas
Parade

2020 Sponsorship Opportunities

About the Parade

The Annual Waukesha Christmas Parade has been a holiday tradition for over half a century, the parade brings together local civic groups, businesses, schools, public services, and entertainers each year on the Sunday before Thanksgiving to officially begin the local holiday season for thousands of excited spectators.

Parade participants are encouraged to incorporate this year's theme, Comfort and Joy, into their unit decorations. The City of Waukesha Chamber of Commerce has announced that proceeds from the 58th annual parade will provide "Comfort and Joy" to Waukesha nonprofits during this difficult time. Grants will be made in the form of complimentary chamber memberships and cash donations. Details and application instructions will be announced after the parade. Your participation, sponsorship or contribution to support the 58th annual City of Waukesha Christmas parade also supports our local nonprofits!

The parade will begin at 4 p.m. on November 22, starting near Main Street and White Rock Avenue. We are currently working to extend the parade to allow more community members to view the parade while social distancing.

About the City of Waukesha Chamber of Commerce

Mission

The mission of the City of Waukesha Chamber of Commerce is to provide resources, support, and collaboration opportunities to develop and strengthen community businesses.

Vision

The City of Waukesha Chamber of Commerce's vision is to foster a vibrant and desirable community to live, learn, work and play.

Values

Excellence - Inclusivity - Integrity - Relevancy - Transparency

For additional information, contact us at 262-885-2922.

The City of Waukesha Chamber of Commerce is a non-stock corporation registered in Wisconsin. Contributions are not charitable deductions for income tax purposes.

PRESENTING SPONSOR

\$7,500

- Exclusivity as the presenting sponsor
- “Presented by” listing with your logo in all marketing
- “Presented by” listing in all press releases related to the parade
- Spotlights on chamber social media platforms including your logo
- Logo on the lead banner in the parade
- Opportunity to award the most outstanding presentation of the parade’s theme to a participant
- Opportunity to select the parade’s “Grand Marshall”
- Free entry for two additional floats or vehicles in the parade
- Featured listing including your logo on the chamber website for one month
- A full year chamber membership
- Additional recognition as a sponsor of all other chamber events in 2020
- First right of refusal for 2021 Presenting Sponsorship

GRAND SPONSOR

\$5,000

- Listing in all paid marketing
- Listing in all press releases related to the parade
- Spotlight on chamber social media platforms including your logo
- Logo on the lead banner in the parade
- Opportunity to have a member of your company be a parade judge
- Free entry for one float or vehicle in the parade
- Featured listing including your logo on the chamber website for one month
- A full year of chamber membership

OFFICIAL SPONSOR

\$2,500

- Listing in all paid marketing
- Listing in all press releases related to the parade
- Spotlights on all chamber social media platforms including your logo
- Opportunity to have a member of your company be a parade judge
- Free entry for one float or vehicle in the parade
- Listing on the chamber website, including your logo for one month

SUPPORTING SPONSOR

\$1,200

- Listing, including your logo, on parade lineup flyers
- Spotlights on all chamber social media platforms
- Opportunity to have a member of your company be a parade judge
- Free entry for one float or vehicle in the parade
- Listing on the chamber website including your logo for one month

COMMUNITY SPONSOR

\$500

- Listing on >5,000 parade lineup flyers
- Listing on the chamber website
- One float or vehicle entry in the parade

PARADE FRIEND

\$250

- Listing on the chamber website
- One float or vehicle entry in the parade

Count us in!

Please reserve a sponsorship opportunity for us.

- PRESENTING SPONSOR \$7,500
- GRAND SPONSOR \$5,000
- OFFICIAL SPONSOR \$2,500
- SUPPORTING SPONSOR \$1,200
- COMMUNITY SPONSOR \$500
- PARADE FRIEND \$250

- Enclosed is a check/money order made payable to the "CWCC" in full for the sponsorship indicated above
- My Credit Card information is enclosed
- I am going to contact the office to pay by credit card.

NOTE: Please print legibly. Deadlines may not allow sponsors to proof materials before publishing. **Sponsorships are not charitable contributions and are not tax deductible.**

Company Name: _____

Contact Name: _____

Address: _____

Phone: (_____) _____ - _____

Email: _____

Credit Card #: _____

Exp. Date: _____ CVV: _____

For Internal Use Only:

RCD: _____ Ck# _____ Ch: ____ - _____

Logo? Y / N Second Unit? Y / N Initials: _____