



## 2019 Kringleville Sponsorship Opportunities

### **North Pole Sponsor                    \$2,500**

- Verbal mention as lead sponsor during Parade announcements
- Logo included on all marketing materials including radio interviews, Facebook, website, e-newsletter, newspaper and press release.
- Logo on signage at Parade of Lights and Kringleville
- Sole sponsor of Santa's cabin with visual recognition
- Opportunity to give out promotional items to over 3000 children and families who attend Kringleville and Parade of Lights
- Specially arranged VIP hours for company families to visit Santa
- Photo op set up for families that includes sponsorship logo during Parade
- Free float entry for the Parade

### **Reindeer Sponsor                        \$1,000**

- Verbal mention as sponsor during Parade announcements
- Logo included on all electronic marketing materials including Facebook, website and e-newsletter
- Logo on signage at the Kringleville
- Opportunity to give out promotional items to over 3000 children and families who attend Kringleville and Parade of Lights

### **Candy Cane Sponsor:                    \$500**

- Sponsorship tied to a specific element of the Parade or Kringleville with visual recognition (such as a company sign on Santa's float) and announcement of support during Parade
- Mention as the sponsor included on all Kringleville marketing materials including radio interviews, Facebook, website, e-newsletter, press release and registration information
- Free float entry during Parade

### **Snowflake Sponsor: In-kind        \$250**

- Name included on website and e-newsletter

