

SURREY'S SANTA PARADE OF LIGHTS

2017 EVENT SPONSORSHIP

We need financial support for two Santa Parades scheduled for **Sunday, Dec. 3rd starting at 5pm**. The financial help goes to cover traffic control costs, ferry costs, paramedics, police and security guards. The first parade has over 80 entries and is called the **Surrey Santa Parade**. It starts on the Cloverdale Fairgrounds and travels through the Town Center with an estimated crowd of over 15,000. The front end of the parade is a colourful collection of heavily decorated trucks (**Big Rigs for Kids**) which travels through Cloverdale, Fleetwood and end up at Surrey City Hall. There are 3 activity centres that have entertainment, displays and charity BBQ with other types of snack food.



1 Presenting Sponsor - \$10,000 ON HOLD

Company name & logo attached to all events/activities; major promotion; exclusivity; lead corporate float; first right of renewal. **The parade will be named after the presenting sponsor.** Includes name in all advertising (parade registration form, web site, social media, community newspaper, poster and radio). Allows for 3 on site displays at each activity centre. Includes company banners to be added to a float that will be at the front of the parade. Company name and logo to be added to the Sponsorship sign located at each entertainment stage.

2 Supporting Sponsor - \$5,000

Company logo attached to all print/electronic advertising (parade registration form, web site, posters and community papers). Company to be identified as a supporting sponsor at all entertainment stages. Sponsor can also have an event tent at each activity centre in Cloverdale, Fleetwood and Downtown Surrey.

3 Sponsor - \$500

Company named mentioned in all print/electronic advertising (parade registration form, web site, poster and community newspaper ads).

This parade proudly supports the Surrey Food Bank and the Surrey Christmas Bureau and we are encouraging all participants to bring a donation to the Parade.

Thank you for considering to be a Surrey Santa Parade/Big Rigs For Kids sponsor. Without your generous support we would not be able to organize this wonderful community event.

For more information contact the Cloverdale Business Improvement Assoc. at 604-576-3155 or email cloverdalebia@telus.net