



## CHRISTMAS PARADE

**WHAT IT IS:** Strike Up The Band for Opelika Chamber's Annual Christmas Parade! This event attracts a whole community to welcome Santa Claus to town! Held by the Chamber for decades, this is an exclusive opportunity to take part in sponsorship for this annual event to welcome in the season!

**WHY IT WORKS:** The streets of Opelika are packed with families for the annual parade and your sponsorship can be highly visible on two of the cars/floats that have the biggest draw. It's also great for brand awareness & reputation building because of the numerous print & advertising benefits that come alongside the sponsorships.

### Grand Marshal Sponsor

Benefits include:

- Logo will be on all printed materials (Event Banner, parade application & guidelines, safety meeting materials).
- Promotion through Chamber media advertising efforts (website, social media, email & more).

**Sponsorship: \$1,000**

Call your Total Resource Sales Representative to secure!

\*Subject to availability\*

## **Santa Sponsor**

Benefits include:

- Santa will be bringing in the Christmas season on a vintage fire truck! Sponsor will have signage on the sides of the truck and is welcome to put in their own entry preceding "The Big Guy!"

**Sponsorship: \$350**

## **Media Day & Volunteer Luncheon Sponsor**

Benefits include:

- Recognition on event signage.
- Opportunity to provide gift/item to volunteers.
- Promotion through Chamber media advertising efforts (website, social media, email & more).
- 2 tickets to event.

**Sponsorship: \$250**