



Sponsorship Benefits

Share your holiday spirit with thousands of your customers and neighbours at the Saskatoon Santa Claus Parade on Sunday November 18th, 2018. We proudly provide the following offerings outlining ways you can be involved in the 2018 parade.

Reach

Promotion and Lead Up: 150,000 – 200,000 (Saskatoon & area)
Parade Day: 10,000+ (in-person viewers)

Presenting Sponsor – SOLD



Float Sponsor \$5,000

Sponsor a floating balloon! We will organize and get the balloon operating. Balloons not necessarily as shown below – we will work with you to get the right one! You provide four staff to carry your sign or we can get a non-profit organization to serve as your company's ambassadors. (Additional honorarium for the Non-Profit organization required).



Marching Band Sponsor \$2500

We are working with marching bands to bring them to Saskatoon – your support will help to offset their travel and accommodation cost, so they can be in Saskatoon for the parade.

Parade Web Sponsor \$2500

Thousands of parade viewers visit our mobile-friendly website to choose their spot along the parade route. We will ensure they know that your company is at the top of Santa's "nice list" as one of the parade's great sponsors.

Entertainment Sponsor \$1500

On parade day, there is a designated VIP seating area across from the main doors of Midtown. With your help, organized performances will keep viewers entertained while the parade is on its way.

Holiday Music Sponsor \$1000

Along the parade route, are four locations set-up for Holiday music. Provide us with your radio commercial and it will be played at the four stations. Signage will also be displayed at each location indicating the Holiday music sponsored by your company.

Holiday Helper \$500

Support the parade's general costs with the pre-parade marshaling area, volunteer warming stations and other parade logistics.

Charity of Choice – Ronald McDonald House Charities Saskatchewan

