



While summer has scarcely begun, we know that Santa's little elves at the North Pole are getting ready for a busy 2013 holiday season. Santa has a very exacting schedule each holiday season, so it is incredibly important that our community plan ahead in order to give him the best possible welcome to the City of Guelph.

If there is one thing that Santa appreciates, it's a community that rallies, that welcomes him with open arms. In our neck of the woods, Santa is making his list, checking it twice, looking to see who will put on **THE BEST LITTLE SANTA CLAUS PARADE IN ONTARIO!**

This year the Downtown Guelph Business Association is partnering with local businesses, organizations and community supporters to bring Santa Claus to Guelph on November 17th, 2013. We know that he'll be visiting communities across our province, and we are very serious about providing only the best hospitality, working hard to make sure that we have The Best Little Santa Claus Parade in Ontario.

We need your help

We want people to look forward to the return of Santa Claus, to keep our good citizens coming back for more. The only way we can do that is to continually surprise people by making the floats better and the bands louder. We can't do this without your help. We'll be reaching out to businesses, community organizations and individuals over the next few months to ask them to partner with us to make sure that Santa Claus feels as welcome as possible in our community.

I've attached to this letter the sponsorship package for the Guelph Community Santa Claus Parade. I would love to have a discussion with you about how you can be a part of this exciting event, at whatever level works best for your organization.

On behalf of the Downtown Guelph Business Association and the Guelph Chamber of Commerce,

Peter Thurley
Business Development Coordinator (Santa Claus Parade)

THE GUELPH COMMUNITY
SANTA CLAUS
PARADE



2013 GUELPH COMMUNITY SANTA CLAUS PARADE SPONSORSHIP PACKAGES



SANTA - \$10,000 LEAD SPONSOR

- **Exclusivity in your business category** (valid only if Santa sponsorship is confirmed by Friday August 30th, 2013).
- **Your company name will be mentioned in multiple radio advertisements, television interviews and coverage.**
- **Your company name and logo will appear on a large banner ahead of the parade.**
- **Direct sponsorship of a band. Company name and logo will appear on the banner that leads the band.**
- 1 Complimentary float entry. This is an opportunity to enter a company float or sponsor a community entry. Please note parade entries must entertain the crowds and avoid commercialism.
- Logo inclusion on all advertising and promotional pieces before and after the parade, including mentions on social media, postcards, posters, printed media, and mail outs to over 10,000 households in Guelph.
- Logo inclusion on the Downtown Guelph Business Association and Guelph Chamber of Commerce websites.
- Permission to use Parade logo on cross-promotions.
- Invitation to the Parade After-Party.
- Public thank-you advertisement in local print media.
- Customized to fit Sponsor's needs.



Guelph Community Santa Claus Parade c/o Downtown Guelph Business Association
202-42 Wyndham St N., Guelph, N1H 4E6 Tel: 519 836 6144 Fax: 519 767 0698
santa@downtownguelph.com www.downtownguelph.com



REINDEER – \$5,000

- 1 Complimentary float entry or sponsorship of a community entry. Please note parade entries must entertain the crowds and avoid commercialism.
- Logo inclusion on all advertising and promotional pieces, including social media, postcards, posters, printed media and radio advertising, and mailouts to over 10,000 households in Guelph.
- Logo inclusion on the Downtown Guelph Business Association and Guelph Chamber of Commerce websites.
- Permission to use Parade logo on cross-promotions.
- Invitation to the Parade After-Party.
- Public thank-you advertisement in local print media.
- Customized to fit sponsors needs.

CANDY CANE – \$2,500

- Logo inclusion on the Downtown Guelph Business Association and Guelph Chamber of Commerce websites.
- Permission to use Parade logo on cross-promotions.
- Invitation to the Parade After-Party.
- Public thank-you advertisement in local print media.
- Customized to fit Sponsor's needs.

SNOWFLAKE – \$1000

- Logo inclusion on the Downtown Guelph Business Association and Guelph Chamber of Commerce websites.
- Invitation to the Parade After-Party.
- Public thank-you advertisement in local print media.

SANTA'S LITTLE HELPER – \$500

- Public thank-you advertisement in local print media.

2013 GUELPH COMMUNITY SANTA CLAUS PARADE SPONSOR INFORMATION FORM

Organization Name: _____

Key Contact (this person will receive all Parade communication related to this sponsorship):

Address: _____

Business Phone: _____ **Cell:** _____

Email (Primary method of communication): _____

SPONSOR LEVEL

Santa @ \$10,000

Reindeer @ \$5000

Candy Cane @ \$2,500

Snowflake @ \$1000

Santa's Little Helper @ \$500

Invoice address (if different from above):

Please make cheques payable to the '**Downtown Guelph Business Association**'.

High resolution company logos (.eps files are ideal) should be emailed to santa@downtownguelph.com as soon as possible to ensure early inclusion on promotional materials.

Please contact Peter Thurley, Business Development Coordinator (Santa Claus Parade), with any questions: santa@downtownguelph.com.

Thank you for your generous and much appreciated support of the 2013 Guelph Community Santa Claus Parade.

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