

BIA Board of Directors:

Allison Bligh
Lyndsey Bell
Jenny Deters
Sean Ferguson
Mackenzie Gartside
Lorna Hughes

Laurel Koorn
Jordan Marshall
Margaret McKenzie
Abel O'Brennan
Steve Stewart
Sandra Viney



**DOWNTOWN
COURTENAY**

EXPERIENCE MORE

*Downtown Courtenay Business
Improvement Assn.*

Comox Valley Christmas Parade



Sunday, December 1, 2019

Sponsorship Package

Presented by the Downtown Courtenay Business Improvement Association

Dear Comox Valley Friends in Business:

The *Comox Valley Christmas Parade* takes place during a very festive weekend and is known as the kick-off to the holiday season. This annual event draws thousands of residents and visitors to Downtown Courtenay each year and is a special tradition for many households.

Although the Downtown Courtenay BIA coordinates the event, parade participation is open to all businesses, organizations, teams and attractions in the Comox Valley and beyond.

The parade theme this year is 'Winter Wonderland'.

JOIN IN THE SPIRIT!

Please consider becoming one of the parade sponsors. The opportunities are varied and offer you an excellent way to gain exposure for your business or organization and play a role in this wonderful community-building event.

This year the parade judges will choose winners for seven award categories. We invite you to consider sponsoring a category or contributing a certificate or prize item to celebrate the winners.

Your contribution will be recognized through the DCBIA's various social media channels as well as in print and web postings.



SPONSORSHIP OPPORTUNITIES

Event Partner (3): \$1,000

For this level, the sponsor is asked to provide cash or in-kind support for advertising the event at the **\$1,000 or more level**.

For this commitment the Comox Valley Christmas Parade Committee would provide:

- Your logo on all print materials (September 2018 to August 2019)
- Recognition with your logo on the BIA Christmas float in front of Santa
- Free float admission
- Recognition of your support in all pre and post media releases
- Recognition on print materials, including: application form, poster, print ads, Downtown Courtenay website, event listings, and Social Media
- Recognition with your logo at Santa's post parade *Meet and Greet*
- 1st choice to sponsor again next year

We gratefully thank last year's generous Event Partners:



Elite Sponsor: \$500 - \$900

For this level, the sponsor would be asked to provide cash or in-kind support at the **\$500 to \$999 level** for parade prizes.

For this commitment the Comox Valley Christmas Parade Committee would provide:

- Recognition of your support by carrying your logo on all print materials (September 2018 to August 2019), and mention in advertising and media releases
- Recognition with your logo at Santa's *Meet and Greet*
- Free float admission
- Recognition of your support in all pre and post media releases
- Recognition of the prize opportunities and sponsors on print materials, including: application forms, posters and ads, Downtown Courtenay website, event listings, and Social Media
- 1st choice to sponsor again next year

We gratefully thank last year's generous Elite level sponsors:

Thrifty Foods, Brian McLean Chevrolet and MacKenzie Gartside & Associates Select Mortgages

Champion Sponsor: \$50 - \$499

For this level, the sponsor would be asked to provide cash or in-kind support at the **\$50 to \$499** level for parade prizes.

For this commitment the Comox Valley Christmas Parade Committee would provide:

- Recognition of your support on social media and
- Exposure to families and visitors who attend

*We gratefully thank last year's generous **Champion** level sponsors:*

Atlas Cafe, Blue Spruce, Carderos Coffee and Tea, Cherry Wine Fashions, Design Therapy, Edible Island Whole Foods Market, Finders Keep Hers, Hair Pins, Home and Garden Gate, Hot Chocolates, Jims Clothes, Laughing Oyster Bookshop, Lupine Arts, Ivory and Grey, Ski Tax Hut, Searles Shoes and Trousers.



Please contact Catherine Thompson info@downtowncourtenay.com or 250-800-9497 by, Friday November 1st if you wish to support the Comox Valley Christmas Parade as a sponsor (and/or if you wish to enter a float in the event).