

Vineland Downtown Improvement District Main Street Vineland

Annual Christmas Parade



Event Date: November 30, 2024

Event Time: 5:00 pm-

Location: Landis Avenue

Vineland's Christmas Parade on The Ave is a long standing tradition that thrills parade goers every year as 100 bands, floats, and walkers entertain the masses. All this culminates with Santa Clause and Mrs. Clause who arrive in their sleigh float and with Santa's magic wand he illuminates all of the beautiful string lights that line The Ave.

Sponsorship Opportunities

Christmas Parade on The Ave (Major Sponsor – limit one) \$2,500

- Identified as major sponsor in all press releases
- Major sponsor will always receive larger logo and greater recognition whenever possible
- Logo in print ads, email blasts, social media posts, flyers promoting event, on The Ave website
- Table space or kiosk space available for vendor to set up at event (sponsor to provide and staff)
- Two banners may be displayed at event (up to sponsor to provide banner and installation)
- Recognition from announcer at event as the major sponsor
- Logo and mention as Major sponsor on all live stream and taped broadcast of parade
- Logo will appear on the large street banner

SOLD

Christmas Parade on The Ave (Supporting Sponsor) \$1,000

- Logo in select email blasts, social media posts, flyers promoting event, on The Ave website
- Table space or kiosk space available for vendor to set up at event (sponsor to provide and staff)
- One banner may be displayed at event (up to sponsor to provide banner and installation)
- Logo and mention as Major sponsor on all live stream and taped broadcast of parade

Christmas Parade on The Ave (Patron Sponsor) \$500

- Logo in select social media posts
- Logo to appear on website identifying as patron sponsor
- Table space or kiosk space available for vendor to set up at event (sponsor to provide)
- One banner may be displayed at event (up to sponsor to provide banner and installation)

Christmas Parade on The Ave (Friend Sponsor) \$250

- Logo displayed during televised event
- Recognition during televised event



501(c)(3)

The mission of Main Street Vineland is to preserve, protect, and enhance the downtown area with its historic and natural assets, while raising the value of downtown properties and its businesses. All donations may be tax deductible and can be made by check, direct deposit or credit card.