

The City of Waukesha Chamber of Commerce Presents

Waukesha's 58th Annual

Christmas Parade

Comfort and Joy

November 21, 2021, at 4:00 pm

About

The Annual Waukesha Christmas Parade has been a holiday tradition for over half a century, the parade brings together local civic groups, businesses, schools, public services, and entertainers each year on the Sunday before Thanksgiving to officially begin the local holiday season for thousands of excited spectators.

Mission

The mission of the City of Waukesha Chamber of Commerce is to provide resources, support, and collaboration opportunities to develop and strengthen community businesses. Our goal is to create a wonderful holiday experience for residents in and around the Waukesha area while highlighting our local businesses. Sponsorship is a great way to participate in the community and also advertise your company! There are various levels of sponsorship available; check out the next page!

2021 CHRISTMAS PARADE SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR

CONTACT THE CWCC FOR MORE INFORMATION

Exclusivity as the presenting sponsor

“Presented by” listing with your logo in all marketing

“Presented by” listing in all press releases related to the parade

Spotlights on chamber social media platforms including your logo

Logo on the lead banner in the parade

Opportunity to select the parade’s “Grand Marshall”

Free entry for two additional floats or vehicles in the parade

Featured listing including your logo on the chamber website for one month

A full year chamber membership

Additional recognition as a sponsor of all other chamber events in 2021

First right of refusal for 2022 Presenting Sponsorship

OFFICIAL SPONSOR

\$2,500

Listing in all paid marketing

Listing in all press releases related to the parade

Spotlight on chamber social media platforms including your logo

Logo on the lead banner in the parade

Opportunity to have a member of your company be a parade judge

Free entry for one float or vehicle in the parade

Featured listing including your logo on the chamber website for one month

A full year of chamber membership

SUPPORTING SPONSOR

\$1,200

- Listing, including your logo, on parade lineup flyers
- Spotlights on all chamber social media platforms
- Opportunity to have a member of your company be a parade judge
- Free entry for one float or vehicle in the parade
- Listing on the chamber website including your logo for one month

COMMUNITY SPONSOR

\$500

- Listing on >5,000 parade lineup flyers
- Listing on the chamber website
- One float or vehicle entry in the parade

PARADE PATRON

\$250

- Listing on the chamber website
- One float or vehicle entry in the parade

PARADE FRIEND

\$150

- Listing on >5,000 parade lineup flyers as a supporter of the parade

If you are interested in becoming a Sponsor, please email the CWCC at info@WaukeshaWorks.com