

# A Look Back at 40 Years of the Children's Christmas Parade Sponsorship Packet

December 5th, 2020 | 1:00pm-2:00pm on WSB

Join us as we take a look back at some of our favorite moments from the Children's Christmas Parade and celebrate our healthcare heroes.

## Presenting Sponsor

**\$40,000**

- Category exclusivity
- (2) :30 TV spots during WSB-TV production
- Inclusion on WSB-TV pre-parade promos
- Opportunity for CEO pre-recorded TV appearance
- Logo recognition on dashboard, TV graphics, and website
- Logo recognition on event t-shirt and Children's social media platform
- Pre-recorded employee holiday greeting
- "Special Thanks" feature on end rolling credits

## Premiere Sponsor

**\$25,000**

- (1) :30 TV spots during WSB-TV production
- Inclusion on WSB-TV pre-parade promos
- Logo recognition on dashboard, TV graphics, and website
- Logo recognition on event t-shirt and Children's social media platform
- Pre-recorded employee holiday greeting
- "Special Thanks" feature on end rolling credits



Benefiting  
**Children's**<sup>™</sup>  
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# Float, Balloon and Specialty Unit Sponsor

**\$12,500**

- Special recognition denoting sponsorship of float or unit
- Logo recognition on dashboard, TV graphics, and website
- Logo recognition on event t-shirt and Children's social media platform
- Pre-recorded employee holiday greeting
- "Special Thanks" feature on end rolling credits

# Corporate Mascot Sponsor

**\$7,500**

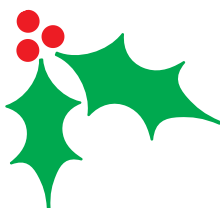
- Opportunity to feature corporate mascot through past parade footage or pre-recorded greeting provided by sponsor
- Recognition on dashboard, TV graphics, website
- Logo recognition on event t-shirt and Children's social media platform
- "Special Thanks" feature on rolling credits

# Parade Unit or Band Sponsor

**\$5,000**

- Recognition on dashboard, TV graphics, website
- Logo recognition on event t-shirt and Children's social media platform
- "Special Thanks" feature on rolling credits

For more information about how you can be a part of this annual holiday tradition, visit [www.choa.org/parade](http://www.choa.org/parade)



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