



2025 Brandon Santa Parade Sponsorship Opportunities

The Brandon Santa Parade is a heartwarming tradition that brings the holiday spirit to our community. We invite local businesses to support this festive event by becoming a sponsor. Your generosity will help make this year's Parade a magical experience for thousands of families in Brandon.

Rudolph Sponsor (Platinum/Naming Rights) - \$2500+

- Exclusive opportunity – only one available!
- Parade named after your business (e.g., "Brandon Santa Parade Proudly Supported by Your Business Name")
- Premier recognition as Rudolph Platinum Sponsor on all Parade marketing materials
- Featured on Parade website with your logo and link
- Special shoutouts on all social media platforms leading up to and during the event and post event.
- Logo placement on a printed event poster distributed around the community

Dasher Sponsor (Gold) - \$1500

- Prominent recognition as Dasher Sponsor on the Parade website with logo and link
- Acknowledgement in social media posts leading up to and during the event
- Logo placement on a printed event poster

Dancer Sponsor (Silver) - \$1000

- Recognition as Dancer Sponsor on Parade website with logo
- Social media shoutouts highlighting your contribution

Prancer Sponsor (Bronze) - \$500

- Recognition as Prancer Sponsor on Parade website
- Mention in social media posts leading up to the event

Santa's Helpers - Under \$500

- Special recognition on the Parade website as a Santa's Helper
- Mention in social media post

To learn more or secure your spot please contact
paradebrandon24@gmail.com or 204-520-0958





Float Participant Information

Thank you for registering to be part of the 2025 Brandon Santa Parade, presented by Sunrise Credit Union! We are thrilled to have you join us in making this year's event a magical and memorable celebration. Below are important details to ensure a smooth experience for everyone involved:

Staging Area Details:

- **Arrival Time:** Please arrive at the staging area between 5:00 - 5:30 PM, no later than 5:30 PM.
- **Entry Route:** Enter the staging area at 1st Street and Rosser Avenue, proceeding west down Rosser Avenue. Please note that you will be driving against the one-way direction – while it may feel incorrect, this is the right approach.
- **Assistance on Arrival:** A member of the Santa Parade team will be stationed at the 1st Street and Rosser Avenue intersection to help direct you and answer any questions.
- **Staging Area Safety:** The center of the road in the staging area is strictly for moving vehicles and emergency services. Please avoid standing or walking in this area to maintain safety.

Important Reminders:

- **Large Groups:** If you are coming with a large group, we recommend organizing a meeting point in the downtown area before entering the staging zone.
- **Safety Note:** No candy tossing is allowed, as this poses a safety concern with our parade insurance.
- **Float Positioning:** Ensure all participants stay either beside or in front of your float. This allows space for others to walk in front of their own floats.
- **Float Safety:** Be mindful of all float participants as safety for our participants and spectators is a high priority.

We are looking forward to welcoming you downtown and can't wait to see your creativity and festive spirit light up the streets! If you have any questions or concerns, please feel free to email us at paradebrandon24@gmail.com.

Thank you again for being a part of the 2024 Brandon Santa Parade. Let's make this an unforgettable kickoff to the holiday season!

