



Welcome to the 2021 Bend, OR **“Better Together” Christmas Parade** Sponsorship Opportunities

The annual Bend Christmas Parade will take place on **Saturday, December 4, 2021** at noon in downtown Bend. Unfortunately, last year’s parade was canceled, and our community was separated at Christmas. Therefore, our theme this year is **“Better Together,”** because Christmas is always better when a community of friends and family can gather and celebrate together. Expect the 2021 event to be **PACKED!** It’s a great opportunity for positive exposure as you support Bend’s most-loved event!

As has been the case for over 30 years, the Christmas Parade is organized by an all-volunteer, non-profit committee made up of a cross-section of Bend citizens. The Parade is made possible because of the generous financial support of sponsors like you. This year’s sponsorship categories are:

Name	Description	Sponsorship Amount
Parade Awards:		
Sweepstakes	Most Outstanding Non-Commercial	Brilliance in Branding
Governor’s Award	Best Small Business Entry	\$300
Grand Marshal’s Award	Best Large Business Entry	Commercial Powder Coating
Jingle Bell Music Award	Best Entry With Music	\$300
Mayor’s Award	Best Youth Entry	City of Bend
Silver Snowflake Award	Best Walking/Marching/Drill/Dance	\$300
Judge’s Award	Entry With Best Theme Development	MC Smith Signs
Rudolf the Reindeer Award	Best Animal Entry – Large or Small	\$300
Important Sponsorship Needs:		
Youth Entry Sponsorship	Sponsor One Youth Entrant	Newport Market
Color/Drill/Equestrian Sponsorship	Sponsor One Color/Drill/Equestrian Entrant	\$50
Sponsor All Youth Entrants	Sponsor All Youth Collectively	Summers Flooring
Sponsor all Color/Drill/Equestrian	Sponsor All Color/Drill/Horse Collectively	\$500
Sound System	Sponsor Parade Announcer Sound System	Westside Church
Walkie-Talkie Rentals	Sponsor Walkie-Talkies for Parade Officials	\$200
Sponsor Bio-Break Porta Potties	Basic, But So Visible and So Important!	Cascade Disposal
Sponsor Santa Float Repair	After 30 Years It’s Very Tired	\$500
Sponsor Santa Sleigh Repair	High Mileage Is Showing	\$500
Sponsor Reindeer Grooming	Rudolf and Friends Are Showing Their Age	\$500
Sponsor Event Website	Annual Hosting	\$400
Bulletin Advertising	Parade Advertising	MidOregonCreditUnion
Source Advertising	Parade Advertising	Brilliance in Branding
Friends of Santa!	General Parade Donation	Any Amount!

If you’re willing to help us produce this event with your sponsorship, it will make a **HUGE** difference, bringing immense joy to thousands of people who will pack the streets of Bend for the parade this year. There’s a ton of volunteer time and money poured into this each year that no one sees. It takes a **LOT** to pull off what is the biggest parade in Oregon. And it takes funding from faithful donors like you, too.

Sponsorship: Bend Christmas Parade - December 4, 2021

Name of Sponsor: _____

Sponsor Description: _____

Sponsorship Category: _____

Sponsorship Category: _____

Alternate Category (in case first choice is taken): _____

Alternate Category (in case first choice is taken): _____

Sponsorship Fee: _____

Contact Person: _____ Cell Phone: _____

Email: _____ Website: _____

Address: _____

Please provide a **short** narrative about your organization that the Master of Ceremonies can use to announce your support and for us to use to promote your sponsorship on the BendChristmasParade.org website. You may want to provide a special holiday message from your group to the community. Please write text neatly on the lines provided. **Be brief**, please.

All Sponsors will receive recognition on the Parade website and Parade posters. Sponsors will be acknowledged by the Parade announcer to thousands of attendees. Of course, those you sponsor will be deeply grateful. But, frankly, don't just do this for advertising purposes, please simply **support the event**, as so many volunteers and other donors are, out of a love for our community and a desire to help us return the Parade to our community and bring alive the Spirit of Christmas in Bend this year.

Return Sponsorship Form with your Entry Fee Check to: Frontline Foundation, a 501c3 Non-Profit Organization. Mailing Address:

Bend Christmas Parade c/o Frontline Foundation.
1001 SW Disk Drive Suite 101, Bend, OR 97702

Or (Preferred), return this form by email to: BendParade@gmail.com
And pay Entry Fee separately online at: www.BendChristmasParade.Eventbrite.com