



Welcome to the 2024 Bend, OR
 Christmas Parade "Heart of Christmas"
 Sponsorship Opportunities

The annual Bend Christmas Parade will take place on Saturday, December 7, 2024 at noon in downtown Bend. The Parade Theme this year is "Heart of Christmas" We'll see lots of fun floats with interpretations of this theme!

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 | \$300 |
| Heart of Christmas Award | Best Small Business Entry | \$300 |
| Grand Marshal's Award | Best Large Business Entry | \$300 |
| Jingle Bell Music Award | Best Entry With Music | \$300 |
| Santa Claus Award | Best Youth Entry | \$300 |
| Silver Snowflake Award | Best Walking/Marching/Drill/Dance | \$300 |
| Judge's Award | Entry With Best Theme Development | \$300 |
| Rudolph the Reindeer Award | Best Animal Entry – Large or Small | \$300 |
| Important Sponsorship Needs: | | |
| Youth Entry Sponsorship | Sponsor One Youth Entrant | \$50 |
| Color/Drill/Equestrian | Sponsor One Color/Drill/Equestrian Entrant | \$50 |
| Sponsor All Youth Entrants | Sponsor All Youth Collectively | \$500 |
| Sponsor all Color/Drill/Equestrian | Sponsor All Color/Drill/Horse Collectively | \$500 |
| Sound System | Sponsor Parade Announcer Sound System | \$200 |
| Walkie-Talkie Rentals | Sponsor Walkie-Talkies for Parade Officials | \$500 |
| Sponsor Bio-Break Porta Potties | Basic, But So Visible and So Important! | \$1,000 |
| Sponsor Santa Float Repair | After 30 Years It's Showing Its Age | \$500 |
| Sponsor Santa Sleigh Repair | High Global Mileage Takes its Toll | \$500 |
| Sponsor Reindeer Grooming | Rudolf and Pals Need an Annual Touch-Up | \$500 |
| Sponsor Event Website | Annual Hosting | \$400 |
| Bulletin Advertising | Parade Advertising | |
| Source Advertising | Parade Advertising | |
| 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 7, 2024

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: <https://BendChristmasParade24.Eventbrite.com>