



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	Brilliance In Branding
Heart of Christmas Award	Best Small Business Entry	C.A. Rowles Engineering
Grand Marshal's Award	Best Large Business Entry	Adventure Medics
Jingle Bell Music Award	Best Entry With Music	M.C. Smith Signs
Santa Claus Award	Best Youth Entry	Cascade Heating Specialties
Silver Snowflake Award	Best Walking/Marching/Drill/Dance	First Interstate Bank
Judge's Award	Entry With Best Theme Development	Weston Technology Solutions
Rudolph the Reindeer Award	Best Animal Entry – Large or Small	Veterinary Referral Center
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	Cycle Pub
Sponsor all Color/Drill/Equestrian	Sponsor All Color/Drill/Horse Collectively	M.C. Smith Signs
Sound System	Sponsor Parade Announcer Sound System	Cascade Heating Specialties
Walkie-Talkie Rentals	Sponsor Walkie-Talkies for Parade Officials	Tower Theatre Foundation
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 City Permit	Permit from the City of Bend	\$1,100
Sponsor Santa Sleigh Repair	High Global Mileage Takes its Toll	\$500
Sponsor Sign Permit	Signage	\$400
Sponsor Reindeer Grooming	Rudolf and Pals Need an Annual Touch-Up	\$500
Sponsor Event Website	Annual Hosting	RootValuation
Bulletin Advertising	Parade Advertising	Mid Oregon Credit Union
Source Advertising	Parade Advertising	Brilliance In Branding
Insurance	Parade Insurance	Inszone Insurance Services
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>**