

Magic of Christmas



Sponsorship Opportunities

#LCLive!

Our Magic of Christmas Event & Parade has been providing free, family fun in Langley City for many years.

Thanks to the generous support from community and corporate groups, we are able to provide our community with this “kick off to Christmas” on the first Saturday in December year after year!

For more information, or if you have any questions, please contact us:

- email at events@langleycity.ca or,
- phone at 604.514.2902

SPONSORSHIP OPPORTUNITIES

The following Sponsorship Opportunities are available:



STAR Sponsor – \$1,500 (one available)

SPONSOR BENEFITS:

- Signage on the Santa and Mrs. Claus carriage
- Recognition by the Mayor at the tree lighting ceremony and an opportunity to introduce yourself and your company/business
- Recognition sponsor signage at three locations prior to and during the event
- Prominent logo recognition as the STAR Sponsor on the 2019 Magic of Christmas Event & Parade poster distributed throughout the community
- Exposure as the STAR Sponsor on the reader board on the Douglas Recreation Centre during the week prior to the event
- STAR Sponsor recognition in both print and online advertising materials
- Recognition and thank you at a Council meeting following the parade (date to be determined)
- Opportunity to display your teardrop banner in McBurney Plaza during the activities during the day (provided by the sponsor)
- First right of refusal as the STAR Sponsor for the 2020 Magic of Christmas Event & Parade

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REINDEER Sponsor – \$1,000 (three available)

SPONSOR BENEFITS:

- Recognition by the Mayor at the tree lighting ceremony and an opportunity to introduce yourself and your company/business
- Recognition sponsor signage at three locations prior to and during the event
- Prominent logo recognition as the REINDEER Sponsor on the 2019 Magic of Christmas Event & Parade poster distributed throughout the community
- REINDEER Sponsor recognition in both print and online advertising materials
- Recognition and thank you at a Council meeting following the parade (date to be determined)
- Opportunity to display your teardrop banner in McBurney Plaza during the activities during the day (provided by the sponsor)
- First right of refusal as a REINDEER Sponsor for the 2020 Magic of Christmas Event & Parade



ELF Sponsor – \$500 (five available)

SPONSOR BENEFITS:

- Recognition by the Mayor at the tree lighting ceremony
- Recognition sponsor signage at three locations prior to and during the event
- Prominent logo recognition as the ELF Sponsor on the 2019 Magic of Christmas Event & Parade poster distributed throughout the community
- ELF Sponsor recognition in both print and online advertising materials
- Recognition and thank you at a Council meeting following the parade (date to be determined)
- Opportunity to display your teardrop banner in McBurney Plaza during the activities during the day (provided by the sponsor)
- First right of refusal as an ELF Sponsor for the 2020 Magic of Christmas Event & Parade

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Company/Organization Name (as it should appear in print on signage):

Name: _____ Title: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Phone: _____

Email: _____

Signature: _____

Marketing Contact (if different than above):

Name: _____

Phone: _____

Email: _____



SPONSORSHIP OPPORTUNITIES

Please Select from below:

- STAR Sponsor: \$1,500
- REINDEER Sponsor: \$1,000
- ELF Sponsor: \$500

Terms: Upon receipt of this signed Commitment Form Langley City will issue an invoice for the sponsorship amount plus GST. Payment is due within 30 days to guarantee your sponsorship. Sponsors may not transfer this agreement to another agency in part or in whole. The sponsor name listed above will be the representative in attendance and on display.

Please return completed form and logo pdfs to Tera Edell at tedell@langleycity.ca

Notes:

1. Returning sponsors that participated in the 2019 Magic of Christmas Event & Parade will be given first right of refusal to sponsor the same aspect of the event in 2020.
2. Sponsor recognition and logo placement on all print, signage and marketing material will appear in order of sponsorship value.
3. All logos must be received no later than November 12, 2019 to ensure inclusion on all printed materials