



Sponsorship Options

A 30+ year tradition, the WS Holiday Parade reaches tens of thousands of people of all ages, nations, and races, every year. The exposure value is tremendous.

Santa Sponsor - \$850

This Sponsorship Includes Signage on Santa's Float, Coverage in Press Release and Media Relations, Large Logo on Banner, Prominent Placement on Website and Social Media

All Holiday Inclusive Float Sponsor - \$675

Kwanzaa/Hanukkah/Yule. Includes Signage on Float, Coverage in Press Release and Media Relations, Large Logo on Banner, Prominent Placement on Website and Social Media

Beginning Of and End Of Sponsor - \$550

This Sponsorship includes absolute prime placement, being at the beginning of the Parade to cut the ribbon and start the Parade, and being the last float in front of Santa. Includes Coverage in Press Release and Media Relations and Large Logo on Banner, Placement on Website and Social Media

Dignitary Sponsor - \$350

This Sponsorship includes signage in the Dignitary suite, Placement on Website and Social Media, Logo on Banner

T-Shirt Sponsor - \$350

The t-shirt sponsor will be extremely visible as it will be on all staff and volunteers. Your logo will also be included on the banner, and includes Placement on Website and Social Media

General Sponsor - \$150

This Sponsorship includes Placement on Website and Social Media

Other Sponsorships are able to be suggested or negotiated, please reach out to President of Winston-Salem Ambassadors, Mackenzie Cates-Allen, at mackenzie@wsambassadors.org.

The Winston-Salem Ambassadors is a tax-deductible 501 c 3, EIN 81-4170578.