



Sponsorship Levels

Santa's Helper (\$1,500.00)

- Name of Company/organization on the "Sponsor" Float
- Name of Company/organization on all media/promotional materials

Mistletoe (\$2,500.00)

- Name of Company/organization on the "Sponsor" Float
- Name of Company/organization on all media/promotional materials
- Professional Float for company use or donated to company's charity or non-profit organization of choice
- 4 VIP seats

Sleigh Bells (\$5,000.00)

- Name of Company/organization on the "Sponsor" Float
- Name of Company/organization on all media/promotional materials
- Professional Float for company use or donated to company's charity or non-profit organization of choice
- 6 VIP seats

Star (\$10,000.00) 1 exclusive sponsor at this level yearly

- Name of Company/organization on the "Sponsor" Float
- Name of Company/organization on all media/promotional materials
- Professional Float that leads the parade
- 20 VIP seats in prime viewing area (in Spencer or Salisbury) with hot chocolate and/or coffee and holiday treat bag for attendees

To become a sponsor, please select your sponsorship level and send checks to RCTDA 204 E. Innes St. Salisbury, NC 28144. Make checks payable to Rowan Arts Council.