



# 2022 CHRISTMAS PARADE OF LIGHTS

## *A Very Victorian Christmas*

The Christmas Parade of Lights is a time-honored annual tradition that has been presented by the Chamber of Commerce for the past 33 years on the first Saturday evening of December.

For 2022, we are very excited to be coordinating efforts with the City of Cañon City to properly celebrate the culmination of our year-long sesquicentennial that celebrated our milestone 150<sup>th</sup> anniversary. This year's theme, *A Very Victorian Christmas*, will honor our city's rich history and should bring us creative, unique, and memorable entries. In addition to the parade on Saturday evening December 3<sup>rd</sup>, there will be a slate of holiday events for the whole family starting on First Friday December 2<sup>nd</sup>.

In the spirit of the season, we have never charged fees to enter the parade and instead, rely on event sponsors from around the Royal Gorge region to cover the costs of producing this holiday extravaganza. Every year, we are thrilled to witness the diverse range of entries. In addition to traditional businesses, we encourage our talented youth, educational, religious and other non-profit organizations to bring the holiday magic to the streets of Cañon City.

We have designed a fun array of four sponsorship levels that most any business or organization can benefit from by showing the community your support.



**Christmas Star**  
**\$500.00**



**Silver Bell**  
**\$250.00**



**Candy Cane**  
**\$100.00**















**Gingerbread**  
**\$50.00**

Benefits of sponsorship at the offered levels can be found on the reverse.





| SPONSOR<br>LEVELS  | <br><b>GINGERBREAD</b><br> | <br><b>CANDY CANE</b><br> | <br><b>SILVER BELL</b><br> | <br><b>CHRISTMAS STAR</b><br> |
|--|---|--|---|--|
|  |   |  |   |  |
| <b>Sponsor level recognition for one month prior:</b><br>♦ Printed promotional materials - posters / fliers<br>♦ Electronic promotional material - eBlasts<br>♦ RGCA website homepage<br>♦ Newspaper ads - once per week for one month prior | Company Name<br><i>small size</i>   | Company Name<br><i>medium size</i>   | Company Logo<br><i>small size</i>   | Company Logo<br><i>largest size</i>  |
| <b>Sponsor level recognition for one month prior:</b><br>♦ Downtown office monitor facing Main Street  | Company Name<br><i>small size</i>   | Company Name<br><i>medium size</i>   | Company Logo<br><i>with all Silver Bell levels</i>  | Company Logo<br><i>full screen</i>   |
| Sponsor Certificate to display in your business  |    |    |    |   |
| Recognized by sponsor level on radio by parade announcers during live broadcast  |    |    |    |   |
| Recognized with logo on event promotional videos posted regularly on social media channels for one month prior   |   |  |    |   |
| LOGO ON MAIN PARADE BANNER<br>walked at front of parade  |   |  |   |    |

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 Tear along dotted line and return form below to Royal Gorge Chamber Alliance

|                |        |      |
|----------------|--------|------|
| Business Name: |        |      |
| Street:        |        |      |
| City:          | State: | Zip: |
| Email:         | Phone: |      |
| Contact Names: |        |      |

| SPONSORSHIP LEVEL                       |                                      |                                     |                                      |
|---|--------------------------------------|-------------------------------------|--------------------------------------|
| <input type="checkbox"/> Christmas Star | <input type="checkbox"/> Silver Bell | <input type="checkbox"/> Candy Cane | <input type="checkbox"/> Gingerbread |

| PAYMENT   |   |                  |
|---|---|------------------|
| <input type="checkbox"/> Check: Payable to Royal Gorge Chamber Alliance | <input type="checkbox"/> Credit Card: Provide Information Below |                  |
| CC#   | EXP:  | CVN:             |
| Mailing Address: 424 Main St. Cañon City, CO 81212                      |   |                  |
| info@royalgorgechamberalliance.org                                      |   | 719 - 275 - 2331 |

Christmas Star and Silver Bell level Sponsors: Please email high quality .png to use for promotional material