

# CORPORATE SPONSORSHIP PROGRAM

Support the community while gaining positive exposure for your organization!



## Support Parade of Lights

<b>WHAT</b>	A procession of illuminated vehicles and a special appearance by Santa Claus, followed by free, family-friendly activities	<b>WHEN</b>	Annually in December
<b>WHO</b>	5,000+ attendees from Port Coquitlam and across the region	<b>WHERE</b>	Downtown Port Coquitlam

## SPONSOR REWARDS

Sponsors may receive recognition through these and other channels. See back for details.



**Garbage truck wraps**  
(8 trucks)

**City-wide weekday travel**



**Digital billboards**  
(2 locations, Lougheed Hwy. & Mary Hill Bypass)

**450-850 average daily views per location**



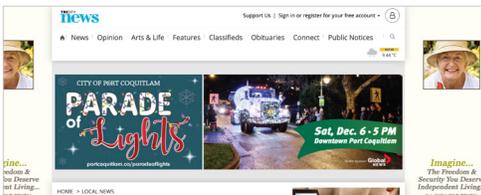
**Transit shelter ads**  
(2 locations, downtown & near Gates Park)

**4,000+ monthly views**



**Social media**  
(Facebook, X, Instagram, Bluesky and LinkedIn)

**11,000 avg. daily FB reach**  
**40,000+ followers** (FB, X, IG)



**Digital ads**  
(Online and print placements, where available)

**25,000 estimated ad views**



**Facility screens**  
(City Hall & recreation centres)

**1,250 avg. daily visitors**



**Media releases & City E-News newsletters**

**85% media pickup rate**  
**4,800+ E-News subscribers**



\$10,000 Gold Sponsor	\$7,500 Supporting Sponsor	\$5,000 Silver Sponsor	\$2,500 Bronze Sponsor	\$1,000 Community Sponsor
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**COMMUNITY PROMOTION**

Category exclusivity may be considered where feasible and subject to City approval	●				
Naming rights: Parade of Lights presented by [Sponsor]	●				
Garbage truck wraps	●	●			
Digital Billboards	●	●			
Transit shelter ads	●	●	●		
Media release mention ( <i>min. 2</i> )	●	●	●		
Digital ads ( <i>min. 2 weeks</i> )	● (logo included)	● (logo included)	● (logo included)	● (name listed)	
Facility screens	● (logo included)	● (logo included)	● (logo included)	● (name listed)	
Social media posts	● (5+ posts)	● (4 posts)	● (2-3 posts)	● (2 posts)	● (1 post)
E-News email newsletter ( <i>min. 2</i> )	●	●	●	●	●
High-traffic webpage ( <i>includes logo</i> )	●	●	●	●	●
Council meeting slide ( <i>livestreamed</i> )	● (logo included)	● (logo included)	● (logo included)	● (name listed)	● (name listed)

**IN-EVENT PROMOTION & REWARDS**

Recognition in event program / map / schedule	●	●			
Parade route signage	●				
On-site display / activation space	●	●			
Sponsor recognition banners	● (logo included)	● (logo included)	● (logo included)	● (logo included)	● (name listed)
Sponsor recognition rectangular signs	● (logo included)	● (logo included)	● (logo included)	● (name listed)	● (name listed)

**IN-KIND CONTRIBUTIONS AND CUSTOM PACKAGES AVAILABLE AT ALL SPONSORSHIP LEVELS**

All sponsors have the option to contribute in-kind, either partially or fully, by providing goods or services required for the event. Contact us to discuss creating a custom package at any level, or explore available opportunities. Min. contribution: \$250

**Additional in-kind examples:**

- Lighting décor
- Float décor materials
- Holiday props
- AV / sound support
- Volunteer hospitality
- Prize support