



Since 1955, the North of the River Recreation & Park District (NOR) has been supporting community recreation opportunities that benefit the residents of North Bakersfield. As a valued local business or organization, we would like to encourage you to consider joining the Foundation in investing in the residents of our community through sponsorship of the **51st Annual North of the River Christmas Parade**.

Thank you for considering sponsoring this event. We truly believe that together, we can create transformative and engaging recreational experiences and spaces for community members in Bakersfield. We look forward to the possibility of working alongside your dedicated team to make a lasting impact in our community.

Date: Sat. Dec. 14, 2024 Theme: Christmas Around the World

About NOR and the Foundation

NOR is a Special District in North Bakersfield, whose mission is to provide recreation programs and facilities for the benefit of the North of the River community. NOR plays an important role in enhancing quality of life for residents, and the Foundation sustains the community's livability by raising private funds.

About the Parade - Since 1973, the NOR Christmas Parade has invited residents of all ages to take part in a non-motorized daytime walking parade.

Estimated Participation: 5,000+ Estimated Reach: 21,000+

How Contributions Will Be Used - Sponsorships will be donated to NOR to help support the operating expenses associated with organizing a large-scale special event.

How Your Business Benefits - Your business is supported by NOR marketing efforts - providing exposure in the community through acknowledgement, and your contribution also shows that you invest in the success of the North of the River community.

Sincerely,

Bret Haney
General Manager

Jasmin LoBasso
Dir. of Community Relations



SPONSORSHIP TIERS INCLUDE:

\$150

Online

- Shoutout in a combination post on one of NOR's social media platforms.
- Acknowledgement of Foundation contribution at the NOR Board of Directors.
- Acknowledgement on program page of the NOR website.

\$300

On-Site

- All Tier 1 value including acknowledgements.
- Sponsorship of a section of the Parade Route.
- Acknowledgement with logo on a stationary ballard on Parade Route.

\$500

Streaming

- All Tier 1 value including acknowledgements.
- Acknowledgement with shoutout and logo on the event's streamed coverage on Facebook.

PLEDGE YOUR SPONSORSHIP:

Contact Name: _____

Phone: _____

Email: _____

Organization Name: _____

Address: _____

Pay by Credit Card!



Sponsorships are payable by Check or Credit Card to North of the River Recreation Foundation. The Foundation is a 501(c)(3) and all donations are tax deductible.

Thank you so much for your contribution!