



CORTANA KIWANIS CHRISTMAS PARADE

# SPONSORSHIP OPPORTUNITIES

**DECEMBER 14, 2024  
AT 5:30PM**

 Downtown Baton Rouge

[WWW.CHRISTMASINBR.COM](http://WWW.CHRISTMASINBR.COM)



# The *Parade*

**Cortana Kiwanis Foundation announced that from 2023-2025, the net proceeds from the Christmas parade will primarily benefit the Baton Rouge Children's Advocacy Center and the Baton Rouge Youth Coalition. Each charity will receive one-third of the annual net proceeds from the 2023-2025 Christmas parades. The remaining one-third will be allocated to providing grants to other charities in service to children that apply for support.**

Since 1948, the Cortana Kiwanis Christmas Parade has drawn tens of thousands to downtown Baton Rouge every December. The parade is a family friendly-event, and provides joy in each element of the evening.

As important as the parade is to many worthy causes Cortana Kiwanis supports year round, it's also a powerful economic magnet that attracts vendors, shoppers, restaurant customers, hotel guests, and tourists to our city's downtown area. The large crowds come early and stay late, shopping and eating before and after the parade rolls.

The Cortana Kiwanis Christmas Parade is the largest televised Christmas parade in the Greater Baton Rouge area, and it draws attendees from all over South Louisiana, Alabama, Texas and Mississippi. Our broadcast airs throughout the state, on television and online, thanks to WAFB-TV and Cox's Yurview stations, and receives significant coverage on local iHeartMedia, Guaranty Media and Cumulus Media radio stations.

**The Cortana Kiwanis Annual Christmas Parade has been named the Top Signature Project for the Kiwanis International Signature Project Winner for the Louisiana, Mississippi and West Tennessee District.**

## ABOUT THE *Kiwanis Club*

The Cortana Kiwanis Christmas Parade is organized by the **Kiwanis Club of Cortana Baton Rouge Foundation, Inc.** a 501(c)(3) organization.

A portion of your support of the Christmas Parade may be tax deductible.  
Please consult with your tax advisor.

**Kiwanis Club of Cortana Baton Rouge Foundation, Inc.**

P.O. Box 84174, Baton Rouge, La. 70884

Phone: (225) 424-7085

Elf@ChristmasInBR.com



# Sponsorship *Levels*

## LEVELS

	DIAMOND   \$7,000	PLATINUM   \$6,000	GOLD   \$3,000	SILVER/FLOAT   \$1,000	BRONZE/CAR   \$750
DECORATED FLOAT <small>*Must Supply Float if below Diamond</small>	★	☆	☆	☆	☆
LOGO ON ALL TV ADVERTISING	★	★	☆	☆	☆
INDUSTRY EXCLUSIVITY	★	★	☆	☆	☆
15-SEC COMMERCIAL IN BROADCAST	2	1	-	-	-
EXPANDED TV SHOW COVERAGE	★	★	☆	☆	☆
1-ON-1 INTERVIEWS ON SOCIAL MEDIA	★	★	☆	☆	☆
LOGOED THROW CUPS	★	★	☆	☆	☆
LOGO ON PRINT MEDIA	★	★	★	☆	☆
VIP BLEACHER SEAT TICKETS	10	10	6	4	2
PLACE IN THE LINEUP	★	★	★	★	★
PARADE DAY HOSPITALITY <small>*Food &amp; Drink</small>	★	★	★	★	★
SOCIAL MEDIA MENTIONS	★	★	★	★	★
LOGO/NAME ON PARADE WEBSITE	LOGO	LOGO	LOGO	NAME	NAME
SPONSOR RECOGNITION EVENT	★	★	★	★	★



# Application

## SELECT YOUR ENTRY TYPE

- Diamond - **\$7,000**
- Spirit, dance, or walking - **\$425**
- Platinum - **\$6,000**
- Horse or Royalty - **\$350**
- Gold - **\$3,000**
- Friends of Kiwanis - **\$250**
- Christmas Angel - **\$1,000**
- VIP Ticket - **\$25**
- Silver - **\$1,000**  
FLOAT
- Emergency Vehicle(s)
- Bronze - **\$750**  
CAR

How many individuals  
are in your group? \_\_\_\_\_

Will you be bringing a  
support vehicle? \_\_\_\_\_ YES \_\_\_\_\_ NO

## CONTACT INFORMATION

ORGANIZATION: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

My signature confirms that I am authorized to act on behalf of the listed organization. I understand and agree to abide by the terms and conditions specified. The organization agrees to make payment in full by **Friday, November 22, 2024.**

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE

\_\_\_\_\_  
TITLE



# Liability Waiver

## PLEASE REVIEW AND SIGN BELOW

I (name) \_\_\_\_\_ representing (company/organization) \_\_\_\_\_ recognize the efforts of the organizers, officers, directors, staff, and contractors of the Kiwanis Club of Cortana Baton Rouge Foundation, Inc., and the Kiwanis Club of Cortana Baton Rouge, Inc. to put on the annual Cortana Kiwanis Christmas Parade, (henceforth referred to as "The Parade"), to be held on **Saturday, December 14th, 2024.**

I also recognize that participation in The Parade includes inherent risks of injury or damage to myself and to others. I further recognize and acknowledge that the organizers, officers, directors, staff, and contractors have not obtained insurance coverage for riders and participants in The Parade. Therefore, in return for the privilege of participating in The Parade, I hereby give this, my unconditional waiver of liability and hold harmless agreement, to and in favor of the Kiwanis Club of Cortana Baton Rouge Foundation, Inc., Kiwanis Club of Cortana Baton Rouge, Inc., Kiwanis International, and its Clubs and members together with all of its organizers, officers, directors, staff, and contractors. By this act, I agree forever to release the Kiwanis Club of Cortana Baton Rouge Foundation, Inc., Kiwanis Club of Cortana Baton Rouge, Inc., Kiwanis International, and its Clubs and members together with all of its organizers, officers, directors, staff, and contractors from any and all liability for any injury or harm I or any member of said organization including any minor child may suffer as a result of participation in The Parade or activities preparatory or subsequent thereto. This act shall bind me, as well as my heirs, family and assigns.

This waiver and hold harmless shall apply in favor of the Kiwanis Club of Cortana Baton Rouge Foundation, Inc., Kiwanis Club of Cortana Baton Rouge, Inc., Kiwanis International, and its Clubs and members together with all of its organizers, officers, directors, staff and contractors, regardless whose act, fault or negligence shall have led to any such injury, harm or damage. Furthermore, this waiver and hold harmless shall apply in favor of the Kiwanis Club of Cortana Baton Rouge Foundation, Inc., Kiwanis Club of Cortana Baton Rouge, Inc., Kiwanis International, and its Clubs and members together with all of its organizers, officers, directors, staff, and contractors regardless of who might institute any claim or action arising from said parade or activities preparatory or subsequent thereto.

I understand and accept the rules for the **Cortana Kiwanis Christmas Parade.**

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE

\_\_\_\_\_  
TITLE





# Parade *Rules*

**THE FOLLOWING MUST BE ADHERED TO BY ALL PARTICIPANTS. UNDER NO CIRCUMSTANCES SHALL THIS STEP BE OMITTED. PARADE COORDINATORS RESERVE THE RIGHT TO REMOVE YOUR ENTRY FROM THIS PARADE FOR NOT ABIDING BY THE RULES OUTLINED BELOW.**

- **A Hold Harmless Agreement must be signed by all parade participants.**
- **No Santas permitted (the real Santa comes at the end of the parade)**
- **No alcoholic beverages are permitted. No vulgarity will be permitted. Participants are not allowed to have or be under the influence of alcohol or drugs.**
- **Tow and trailer length not to exceed 40 feet without written permission from parade officials.**
- **Once the parade begins, please turn off your vehicle headlights.**
- **Should your tow or trailer experience a breakdown of any kind, a \$250 wrecker fee will be charged to pull your unit off the parade route.**
- **If your entry includes animals of any kind you will be required to clean up after them during the parade.**
- **It is your responsibility to provide a minimum of six walkers to accompany your entry during the entire parade route.**
- **All walkers must sign the Hold Harmless Agreement.**
- **You or an authorized representative of your organization's entry must attend a mandatory safety meeting on November 13, 2024 at 5:00P.M at the Coca-Cola Bottling Company at 9696 Plank Rd., Baton Rouge, LA 70811.**
- **Drivers must produce license, insurance, and registration before the safety meeting for all vehicles and trailers to be in the parade.**
- **All vehicles in the parade must have a current inspection sticker or they will be pulled from the parade route.**
- **Do not stop on the parade route unless directed to do so by parade officials.**
- **All vehicles in the parade must have a parade number that will be issued at registration**
- **In the event that the parade is canceled due to weather or edict from city officials, your fee will be considered a donation to Kiwanis Club of Cortana Baton Rouge Foundation, Inc. No refunds will be issued.**
- **Any music played by your group must be Christmas family-friendly. No vulgar lyrics or profanity**
- **Your float, vehicle or other related parade unit must be decorated in the Holiday theme.**
- **Standard family-friendly throws only. No damaging materials or projectiles or profane materials will be permitted.**
- **No lewd, suggestive, or profane costumes are to be worn in the parade. We strive to always uphold the standards of being a family-friendly event. Any violations of this standard will be grounds for removal from the parade line.**

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**SIGNATURE**

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**DATE**

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**TITLE**




# Checklist

Consider also becoming a **Christmas Angel** to support veterans, a local youth non-profit, or other charitable groups. A Christmas Angel of \$1,000 provides additional floats for our partners in the parade lineup.

## Ensure your application is complete:

- Choose your sponsorship level
- Complete all required forms and email everything to: [elf@christmasinbr.com](mailto:elf@christmasinbr.com)
  - Application Form
  - Liability Waiver
  - Parade Rules
  - Company/Organization logo (vector)
  - Vehicle registration, insurance and driver's license
- Make payment in full:
  - Online or [ChristmasInBR.com](http://ChristmasInBR.com)
  - Check or money order sent to:  
**Kiwanis Club of Cortana Baton Rouge Foundation, Inc., P.O. Box 84174, Baton Rouge LA 70884**
- Visit [Facebook.com/BRChristmasParade](https://Facebook.com/BRChristmasParade) and click the **LIKE** button to share your involvement with your network of friends and family.



 **Space is Limited:**  
Applications are accepted on a first-come-first-served basis.

## Save THE Date

### Safety Meeting

DATE: Wednesday, November 13, 2024

**5:00PM** - Tour of Facility

**5:30PM** - Safety Meeting

Coca-Cola Bottling Company  
9696 Plank Rd., Baton Rouge, LA 70811

# THANK YOU TO OUR 2023 SPONSORS



Healthy Blue



OUR LADY OF THE LAKE  
CHILDREN'S HEALTH



EBR Library

McKinley Senior High Royal Court

Richardson Kids Investment Group

Care South Medical & Dental

Istrouma High School Football Team  
and Administration

BREC Baton Rouge Zoo

South Baton Rouge Charter Academy

Tom Mackey

The Bug Man

Louisiana Industries

Sparkhound

Daniel J. Fields Consulting