



Fredericksburg Parks, Recreation & Events

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Fredericksburg Seeks Sponsors for 2019 Christmas Parade

(Fredericksburg, VA) April 18, 2019 - The Fredericksburg Christmas Parade is a favorite community tradition in downtown Fredericksburg, Virginia. The event's mission is to provide a traditional community celebration with a focus on safety and accessibility. Each year the parade fills with marching groups, decorated floats, music & dance performers and area businesses seeking to spread holiday cheer. Crowds gather by the thousands along Caroline Street and Princess Anne Street. The one-mile parade route is lined by historic downtown buildings and decorated storefronts.

This event would not be possible without sponsors who support the event financially and in-kind with volunteers to help supervise the parade route on event day. Businesses and organizations who sponsor this year's parade will expand their business brand awareness here in our community. Plus, they will help provide an authentic hometown holiday experience that's enjoyed by all generations in our community.

The Fredericksburg Parks, Recreation & Events Department is issuing a call for Christmas Parade Sponsorship proposals, which are being accepted April 22, 2019 through May 20, 2019. We are seeking a title sponsor as well as division and marshal sponsors for this year's event. More information is available online at: www.FredericksburgChristmasParade.com. The deadline to submit sponsorship proposals for committee review is Monday, May 20, 2019. Please submit proposals to Kimberly Herbert, Fredericksburg Parks, Recreation & Events, 408 Canal Street, Fredericksburg, VA 22401 or by email at ksherbert@fredericksburgva.gov.

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