



Contact Information

Tel.: 408.793.4170

Fax: 408.292.6435

e-mail: sjholidayparade@sanjoseca.gov

www.sanjoseholidayparade.com

Sponsorships:

What's in it for you?

Community Outreach and Support

With over 100 entries in the parade consisting of non-profits, schools and public service employees, sponsors are able to provide a memorable, exciting community activity at no charge to others. Over 125,000 spectators line the streets for this annual event. Whether it's to see their child in the parade or for their children to experience the joy and excitement of seeing a parade, the San Jose Holiday Parade has become a family tradition. Sponsors are key to continuing this tradition of marching bands, giant helium balloons, floats and more!

Reaching a Target Audience

The San Jose Holiday Parade provides a unique vehicle to reach a specific market. As a major sponsor, your company will be highly visible in the marketing and promotion prior to the event and during the parade itself. This includes acknowledgement on our web site with a link to yours in addition to your company name or logo on all printed posters and banners along the parade route and recognition on television and radio broadcasts.

Corporate Image Enhancement

Sponsors will enhance their corporate image by associating themselves with an important and prestigious gathering. The San Jose Holiday Parade provides a long-lasting promotional opportunity for companies who use this association year round in their marketing activities. Employers can use this as a teambuilding activity or reward by participating in the parade as a balloon handler or float rider.

Media Exposure

Television: Last year's attendance for parade-goers was estimated between 125,000 and 140,000. Major marketing strategies have been in place this year to increase attendance and parade recognition. Estimated parade attendance for this year will **be the largest** ever, as well as being televised in almost 26,000 homes throughout the Bay Area, estimating an additional 100,000 viewers.

Radio: The parade has six sponsor radio stations that broadcast throughout the Bay Area. The three English stations are from Clear Channel, with market groups in all age groups providing music from the 80's, Rhythm & Blues and Top 40. The two Spanish stations are from Univision Radio. The Vietnamese station broadcasts portions of the parade live providing information about each of the units.

Print Media: The PennySaver and Wave Magazine are the print media sponsors for the parade. Several articles prior to the parade will be printed including parade sponsors and information on the parade. Many other local newspapers, the San Jose Mercury News and college newspapers write articles on the parade before and after the big event.

Internet: The San Jose Holiday Parade has a web site that features parade day information, sponsors, maps, directions and parking information. It is www.sanjoseholidayparade.com