



2018 SPONSORSHIP OPPORTUNITIES

JOIN THE 2018 EAST LOS ANGELES CHRISTMAS PARADE!

The East Los Angeles Christmas Parade is one of the largest and longest running Christmas parades, focusing on the Latino community, in the United States, drawing families from throughout Southern California. More than 90,000 people experienced Santa's visit to East Los Angeles in 2017, based on CHP and Sheriff estimates.

The parade is a free, one-day, event with spectacular floats, marching bands, equestrian units, folklorico groups, and celebrity guests. The parade route runs down the Historic Whittier Boulevard Shopping District and through the heart of downtown East Los Angeles. The Christmas parade celebration will continue into the afternoon, with a new and improved post-parade festival that will include music, food zone, entertainment, and more!

Last year's parade celebrities included Grand Marshal World Champion Oscar De La Hoya, Actor Danny Trejo and radio legend Art Laboe. Building on the 36-year foundation of this iconic parade, we look forward, to bringing back the parade bigger and better than ever, and for generations to come. With media partners that include Telemundo, ABC7, KDAY 93.5, Power106, and Exitos Radio 93.9FM, the 2018 parade will bring out the Southern California Latino community.

A special thank you to Los Angeles County Supervisor Hilda L. Solis for supporting the parade as its Presenting Partner, making the East LA Christmas Parade possible.

We invite you to join this celebration by participating as a Parade Sponsor. As a Sponsor, you will have an opportunity to be part of this beloved family and community event. Your support of the East Los Angeles Christmas Parade will be recognized before, during, and after the event.

SUNDAY, DECEMBER 2, 2018

VIP Breakfast - 10 am
Christmas Parade - 12-3 pm
Festival - 10:30am-5pm

Historic Downtown
Whittier Boulevard Shopping District
(Whittier Blvd. f rom Eastern Ave. to Goodrich Blvd.)



EAST LA CHRISTMAS PARADE HIGHLIGHTS INCLUDE:

- Christmas parade with floats, marching bands, equestrian units, folklorico groups and celebrity guests
- Main stage program
- VIP Breakfast
- Post-parade festival with music, food zone,



2018 SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR: \$50,000 (EXCLUSIVE)

Pre/Post-Event Marketing

- Premier company recognition in all event advertising, public relations efforts, and media events, including parade launch press conference
- "Presented by:" company logo recognition on parade marketing materials, including 100,000 flyers and 1,000 posters distributed in Southern California (e.g., local schools, organizations, & businesses)
- Company logo recognition on parade website, with live link and company description (max 75 words)
- Company logo recognition on 2 parade promotional banners hung above Whittier Blvd. (parade route)
- Company logo recognition on promotional banners hung on street lights on Whittier Blvd. (parade route)
- Company logo recognition in parade announcements featured in partner print publications
- Company recognition in parade promotional spots on Exitos Radio 93.9FM, KDAY 93.5, and Power106
- Company recognition included in social media promotional outreach (e.g., Facebook, Twitter, Instagram)
- Opportunity for company to provide a 30 second promotional spot, which will run on the parade Facebook page, twice a week for the four weeks prior to parade.

Day of Event – Parade, Post-Parade Festival, & VIP Breakfast

- Sponsor of the Santa Claus parade float and one additional non-float parade entry (e.g., mobile unit, antique convertible, etc.); can include company executives, employees, or brand ambassador
- Opportunity for company representative to be introduced during parade program and briefly address parade attendees from main stage
- Company recognition scripted into the "Voice of the Parade" announcements broadcast at 2 locations along parade route, during parade
- Company logo recognition on 2 banners on the main stage
- Company banner carried in front of your 2 parade entries (provided by parade; carried by company or parade staff)
- Premier placement of 8 company banners (to be provided by company) at key parade locations, such as the VIP reception, VIP viewing area, post-parade festival, and along the parade route
- Opportunity for a company representative to serve as a parade entry judge
- Company logo recognition on parade signage and postcard map distributed to event attendees
- Opportunity for parade staff to street team (distribute company materials) on behalf of company during parade and post-parade festival
- Premier placement of two 10'x10' booths at the post-parade festival to highlight your participation and provide an opportunity to interact with parade attendees
- Company recognition scripted into the "Voice of the Parade" announcements during post-parade festival
- Verbal recognition of company sponsorship during the VIP Breakfast
- Opportunity for company representative to be introduced during the VIP Breakfast program, briefly address attendees, and introduce a parade VIP (e.g., honoree, Grand Marshall, elected official, etc.)
- Company signage and/or tents (provided by company) on display in the VIP parade-viewing area
- 12 company representatives will receive tickets to the VIP Breakfast, the VIP parade-viewing area, lunch (delivered during the post-parade festival), and VIP parking



2018 SPONSORSHIP OPPORTUNITIES

SUPPORTING SPONSOR: \$25,000

Pre/Post-Event Marketing

- Premier company recognition in all event advertising, public relations efforts, and media events, including parade launch press conference
- Company logo recognition on parade marketing materials, including 100,000 flyers and 1,000 posters distributed in Southern California (e.g., local schools, organizations, & businesses)
- Company logo recognition on parade website, with live link and company description (max 75 words)
- Company logo recognition on 2 parade promotional banners hung above Whittier Blvd. (parade route)
- Company logo recognition in parade announcements featured in partner print publications
- Company recognition in parade promotional spots on Exitos Radio 93.9FM, KDAY 93.5, and Power106
- Company recognition included in social media promotional outreach (e.g., Facebook, Twitter, Instagram)
- Opportunity for company to provide a 15 second promotional spot, which will run on the parade Facebook page, twice a week for the four weeks prior to parade.

Day of Event – Parade, Post-Parade Festival, & VIP Breakfast

- One parade entry (e.g., mobile unit, branded float, antique convertible, etc.); provided by company, include \$3,000 float credit; can include company executives, employees, or brand ambassador
- Opportunity for company representation to be introduced during parade program and briefly address parade attendees from main stage
- Company recognition scripted into the “Voice of the Parade” announcements broadcast at 2 locations along parade route, during parade
- Company logo recognition on 2 banners on the main stage
- Company banner carried in front of your parade entry (provided by parade; carried by company or parade staff)
- Premier placement of 6 company banners (to be provided by company) at key parade locations, such as the VIP reception, VIP viewing area, post-parade festival, and along the parade route
- Opportunity for a company representative to serve as a parade entry judge
- Company logo recognition on parade signage and postcard map distributed to event attendees
- Premier placement of two 10'x10' booths at the post-parade festival to highlight your participation and provide an opportunity to interact with parade attendees
- Company recognition scripted into the “Voice of the Parade” announcements during post-parade festival
- Verbal recognition of company sponsorship during the VIP Breakfast
- Opportunity for company representative to be introduced during the VIP Breakfast program, briefly address attendees, and introduce a parade VIP (e.g., honoree, Grand Marshall, elected official, etc.)
- 10 company representatives will receive tickets to the VIP Breakfast, the VIP parade-viewing area, lunch (delivered during the post-parade festival), and VIP parking



2018 SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR: \$20,000

Pre/Post-Event Marketing

- Company recognition in all event advertising, public relations efforts, and media events, including parade launch press conference
- Company logo recognition on parade marketing materials, including 100,000 flyers and 1,000 posters distributed throughout Southern California (e.g., local schools, community organizations, & businesses)
- Company logo recognition on parade website, with live link and company description (max 75 words)
- Company logo recognition on 2 parade promotional banners hung above Whittier Blvd. (parade route)
- Company logo recognition in parade announcements featured in partner print publications
- Company recognition in parade promotional spots on Exitos Radio 93.9FM, KDAY 93.5, and Power106
- Company recognition included in social media promotional outreach (e.g., Facebook, Twitter, Instagram)

Day of Event – Parade, Post-Parade Festival, & VIP Breakfast

- One parade entry (e.g., mobile unit, branded float, antique convertible, etc.), provided by company, includes \$3,000 float credit; can include company executives, employees, or brand ambassador
- Company recognition scripted into the “Voice of the Parade” announcements broadcast at 2 locations along parade route, during parade
- Company logo recognition on 2 banners on the main stage
- Company banner carried in front of your parade entry (provided by parade; carried by company or parade staff)
- Premier placement of 6 company banners (to be provided by company) at key parade locations, such as the VIP reception, VIP viewing area, post-parade festival, and along the parade route
- Company logo recognition on parade signage and postcard map distributed to event attendees
- Two 10'x10' booths at the post-parade festival to highlight your participation and provide an opportunity to interact with parade attendees
- Company recognition scripted into the “Voice of the Parade” announcements during post-parade festival
- Verbal recognition of company sponsorship during the VIP Breakfast
- 8 company representatives will receive tickets to the VIP Breakfast, the VIP parade-viewing area, lunch (delivered during the post-parade festival), and VIP parking

**Customized sponsorships are available*

***Additional media packages are available*

****Please note: We will work with each sponsor to source your parade entry (e.g., mobile unit, branded float, antique convertible, etc.), if needed. Presenting, Supporting, Platinum, Gold, and Silver Sponsors will receive a credit toward the cost of a float.*

GOLD SPONSOR: \$15,000

Pre/Post-Event Marketing

- Company recognition in all event advertising, public relations efforts, and media events, including parade launch press conference
- Company logo recognition on parade marketing materials, including 100,000 flyers and 1,000 posters distributed throughout Southern California (e.g., local schools, community organizations, & businesses)
- Company logo recognition on parade website, with live link and company description (max 75 words)
- Company logo recognition on 2 parade promotional banners hung above Whittier Blvd. (parade route)
- Company recognition included in social media promotional outreach (e.g., Facebook, Twitter, Instagram)

Day of Event – Parade, Post-Parade Festival, & VIP Breakfast

- One parade entry (e.g., mobile unit, branded float, antique convertible, etc.), provided by company, includes \$2,500 float credit; can include company executives, employees, or brand ambassador
- Company recognition scripted into the “Voice of the Parade” announcements broadcast at 2 locations along parade route, during parade
- Company logo recognition on 2 banners on the main stage
- Company banner carried in front of your parade entry (provided by parade; carried by company or parade staff)
- Premier placement of 4 company banners (to be provided by company) at key parade locations, such as the VIP reception, VIP viewing area, post-parade festival, and along the parade route
- Company logo recognition on parade signage and postcard map distributed to event attendees
- One 10'x10' booth at the post-parade festival to highlight your participation and provide an opportunity to interact with parade attendees
- Company recognition scripted into the “Voice of the Parade” announcements during post-parade festival
- Verbal recognition of company sponsorship during the VIP Breakfast
- 6 company representatives will receive tickets to the VIP Breakfast, the VIP parade-viewing area, lunch (delivered during the post-parade festival), and VIP parking



SILVER SPONSOR: \$10,000

Pre/Post-Event Marketing

- Company recognition in all event advertising, public relations efforts, and media events, including parade launch press conference
- Company logo recognition on parade marketing materials, including 100,000 flyers and 1,000 posters distributed throughout Southern California (e.g., local schools, community organizations, & businesses)
- Company logo recognition on parade website, with live link
- Company recognition included in social media promotional outreach (e.g., Facebook, Twitter, Instagram)

Day of Event – Parade, Post-Parade Festival, & VIP Breakfast

- One parade entry (e.g., mobile unit, branded float, antique convertible, etc.), provided by company, includes \$1,000 float credit can include company executives, employees, or brand ambassador
- Company recognition scripted into the “Voice of the Parade” announcements broadcast at 2 locations along parade route, during parade
- Company logo recognition on 2 banners on the main stage
- Company banner carried in front of your parade entry (provided by parade; carried by company or parade staff)
- Company logo recognition on parade signage and postcard map distributed to event attendees
- Premier placement of 2 company banners (to be provided by company) at key parade locations, such as the VIP reception, VIP viewing area, post-parade festival, and along the parade route
- One 10’x10’ booth at the post-parade festival to highlight your participation and provide an opportunity to interact with parade attendees
- Company recognition scripted into the “Voice of the Parade” announcements during post-parade festival
- Verbal recognition of company sponsorship during the VIP Breakfast
- 4 company representatives will receive tickets to the VIP Breakfast, the VIP parade-viewing area, lunch (delivered during the post-parade festival), and VIP parking



BRONZE SPONSOR: \$ 5,000

Pre/Post-Event Marketing

- Company recognition in all event advertising, public relations efforts, and media events, including parade launch press conference
- Company logo recognition on parade marketing materials, including 100,000 flyers and 1,000 posters distributed throughout Southern California (e.g., local schools, community organizations, & businesses)
- Company logo recognition on parade website, with live link
- Company recognition included in social media promotional outreach (e.g., Facebook, Twitter, Instagram)

Day of Event – Parade, Post-Parade Festival, & VIP Breakfast

- One parade entry (e.g., mobile unit, branded float, antique convertible, etc.), provided by company; can include company executives, employees, or brand ambassador
- Company recognition scripted into the “Voice of the Parade” announcements broadcast at 2 locations along parade route, during parade
- Company logo recognition on 2 banners on the main stage
- Company banner carried in front of your parade entry (provided by parade; carried by company or parade staff)
- Premier placement of 1 company banner (to be provided by company) at a key parade location, such as the VIP reception, VIP viewing area, post-parade festival, and along the parade route
- One 10’x10’ booth at the post-parade festival to highlight your participation and provide an opportunity to interact with parade attendees
- Verbal recognition of company sponsorship during the VIP Breakfast
- 2 company representatives will receive tickets to the VIP Breakfast, the VIP parade-viewing area, lunch (delivered during the post-parade festival), and VIP parking



PLEASE COMPLETE THIS FORM TO RESERVE YOUR PARADE SPONSORSHIP TODAY!

All opportunities are available on a first-come, first-served basis.

Company Name: _____
 (please print company/organization name as it should appear in parade marketing materials)

Contact Name: _____ Title: _____ Address: _____

_____ City: _____

_____ State: _____ Zip: _____ Phone: _____

_____ Alternate Phone: _____ Fax: _____ Email: _____

_____ Website: _____

PLEASE SELECT YOUR LEVEL OF PARTICIPATION:

- Presenting Sponsor (\$ 5 0,00 0) \$ _____
- Supporting Sponsor (\$25,000) \$ _____
- Platinum Sponsor (\$20,000) \$ _____
- Gold Sponsor (\$15,000) \$ _____
- Silver Sponsor (\$10,000) \$ _____
- Bronze Sponsor (\$5,000) \$ _____

TOTAL: \$ _____

PAYMENT METHOD:

- Check enclosed (payable to North Star Alliances)
- Visa MasterCard American Express

Credit Card Number _____ Expiration Date _____

Name as it Appears on Card _____ Billing Zip Code _____

Signature _____

Please return this form by email to Events@NorthStarAlliances.com

or by mail to: North Star Alliances, 500 S. Grand Ave., Suite 1180 Los Angeles, CA 90071