



LA JOLLA CHRISTMAS PARADE & HOLIDAY FESTIVAL

Sunday, December 6th

2026 La Jolla Christmas Parade & Holiday Festival

A Village Christmas – Celebrating 70 Years of Holiday Tradition

Support the 70th Anniversary of the La Jolla Christmas Parade & Holiday Festival, a cherished community tradition that brings families, local businesses, and visitors together to celebrate the holiday season.

Sponsors and donors help make the Parade & Holiday Festival possible each year. Contributions support the production of the Parade, Holiday Festival activities, community participation, and the continued success of this beloved La Jolla tradition.

Donations accepted by mail or online: www.ljparade.com

Refer to Sponsorship Opportunities & Benefits on the reverse side

I would like to contribute at the following level:

- | | | | |
|---|----------|--|---------|
| <input type="checkbox"/> Event Sponsor | \$10,000 | <input type="checkbox"/> Gold Sponsor | \$1,000 |
| <input type="checkbox"/> Parade Sponsor | \$7,500 | <input type="checkbox"/> Silver Sponsor | \$750 |
| <input type="checkbox"/> Founders' Circle | \$5,000 | <input type="checkbox"/> Village Sponsor | \$500 |
| <input type="checkbox"/> Festival Sponsor | \$2,500 | <input type="checkbox"/> Santa's Helper | \$_____ |

PAYMENT INFORMATION

Please provide all information below: *

*Please charge my: Visa Mastercard Discover American Express

*Name on Card (Please Print) *Signature

*Account Number *Exp. Date *CVV

*Billing Address

*City *State *Zip

*Preferred Phone Number *Email Address

- I have enclosed a check
- I prefer my contribution to be anonymous.
- Acknowledge my contribution as:

Please complete this form in its entirety and mail to:

La Jolla Christmas Parade & Holiday Festival
7742 Herschel Ave, Suite L
La Jolla, CA 92037



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Sunday, December 6th

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Sponsorship Opportunities & Benefits

Event Sponsor — \$10,000

Recognition

- Name/logo on event website, press releases, signage, and full-page in the event program

Public Acknowledgment

- Recognition by Parade announcers
- Recognition by the Holiday Festival DJ

VIP Experience

- Access to the VIP area pre-Parade
- 4 VIP parking passes

Event Recognition

- Banner carried along the Parade route
- Logo recognition on festival signage

70th Anniversary Sponsor Souvenir Set

- Tote bag, trucker hat, reusable water bottle, commemorative Parade poster, and 70th Anniversary commemorative pin

Parade Sponsor — \$7,500

Recognition

- Name/logo on event website, press releases, signage, and half-page in the event program

Public Acknowledgment

- Recognition by Parade announcers
- Recognition by the Holiday Festival DJ

VIP Experience

- Access to the VIP area pre-Parade
- 2 VIP parking passes

Event Recognition

- Banner carried along the Parade route

70th Anniversary Sponsor Souvenir Set

Founders' Circle — \$5,000

Recognition

- Name on event website and in event program
- Name on Founders' Circle Banner carried along the Parade route

Public Acknowledgment

- Recognition by Parade announcers
- Recognition by the Holiday Festival DJ

VIP Experience

- Access to the VIP area pre-Parade
- 1 VIP parking pass

70th Anniversary Sponsor Souvenir Set

Founders Circle Commemorative Ornament

- Ornament honoring continued annual support of the Parade

Festival Sponsor — \$2,500

Recognition

- Name on event website and in event program
- Logo on festival signage

Public Acknowledgment

- Recognition by Parade announcers
- Recognition by the Holiday Festival DJ

Gold Sponsor — \$1,000

Recognition

- Name on event website and in event program

Public Acknowledgment

- Recognition by the Holiday Festival DJ

Silver Sponsor — \$750

Recognition

- Name on event website and in event program

Public Acknowledgment

- Recognition by the Holiday Festival DJ

Village Sponsor — \$500

Recognition

- Name on event website and in event program

Santa's Helpers — Any Amount

Recognition

- Recognition on the event website

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