



LA JOLLA CHRISTMAS PARADE & HOLIDAY FESTIVAL

Sunday, December 6th

2026 La Jolla Christmas Parade & Holiday Festival

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 — \$2,000

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

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

