



# LA JOLLA CHRISTMAS PARADE & HOLIDAY FESTIVAL

Sunday, December 6<sup>th</sup>

## 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 — \$2,500

##### 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

Donations accepted by mail or online: [www.ljparade.com](http://www.ljparade.com)

