

54 years of celebrating our Community and Frontline Heroes!!!

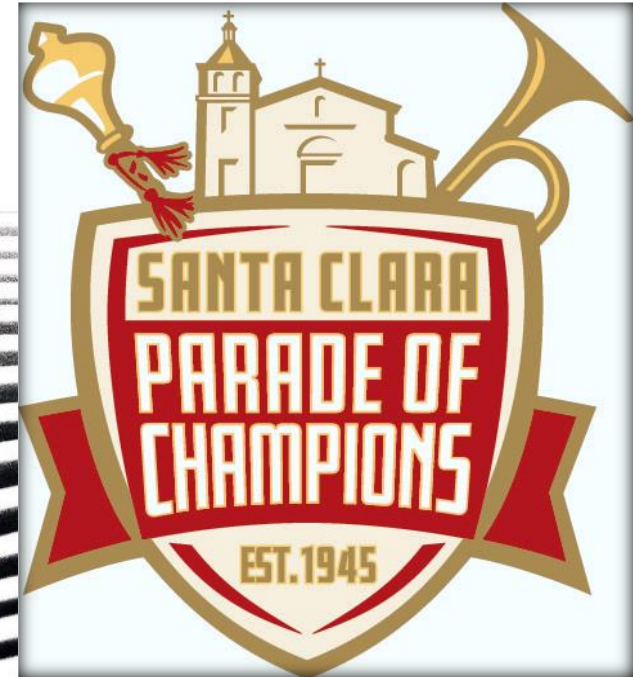
www.scparadeofchampions.org

2023 SC PARADE OF CHAMPIONS

Community Building since 1945

Oct. 7, 2023 @11am

Festivities 9am-5pm



#scparadeofchampions
we are a NPO 501c3

The return of the SC Parade of Champions in 2019: We made History!



The Parade has Deep roots in Santa Clara

- **In 1945, the First Parade** was established to welcome home our champions—our WWII vets who saved the world! Larry Marsalli and fiscal NPO YMI ran it until 1995.
- It became **the second largest Parade in the State of California**--at its peak
- **It's the longest most unifying event** in the history of SC, and has resumed operations as a new NPO since 2019 after a 24 year hiatus lead by current NPO Founding members Ana Vargas-Smith, Karen Ardizzone, Andy Ratermann, Jodi Muirhead, Mike Lombardi.
- **Our NPO SCPOC Board is grateful for its volunteers, sponsors and great community, city and county support!**



In 2022, Over 15,000 were in attendance from as far as Sacramento and central valley.

- **Grand Marshals Kathleen MacDonald and Krazy George** AKA George Henderson both started with Careers in the SCUSD.
- **Over 2,000 marched in the Parade:** 9 Marching bands, 4 20ft Balloons, 5 floats--many NPOs and Businesses. Watch the 2022 sizzle reel here: <https://youtu.be/stGY4lnvC24>
- **Lots of Press: Mercury News Coverage as well as other local TV and Newspapers**
[Beloved Parade of Champions Returns to Santa Clara - YouTube](#)



Our Mission of doing Good: Community Building for Generations



- **We bring Visibility to the quality and diversity of life in Santa Clara**—we are the geographic center of Silicon Valley!
- **Build Good Will** and reinforce Community Relationships
- **Our NPO Platform helps socially responsible businesses** connect with community
- **We are the most inclusive multigenerational event in the history of Santa Clara. Showcase diverse contributions and leadership** from all in Academics, STEM, Music, Arts, Cultural, Service, small business, NPOs and Tech—the list is long.
 - City and County Leadership/Services
 - SVC Chamber
 - SCU and SJSU Universities
 - Mission/WVC Junior Colleges
 - Veterans and Seniors
 - SC Unified School District: K to 12th
 - Diverse Youth organizations—from Scouts to Little League Sports
 - Cultural and Historic Institutions
 - NPOs and Community service organizations: Rotary, MCCF, SC PAL, Kiwanis, Elks, Women's Club, Soroptimist—list is long

Why do we love this Parade?

Broad Community appeal

- No other Parade like us in the State! Inclusive, diverse, multicultural and multigenerational Something for everyone.
- Truly Representative of the region as the **Center of What's Possible in Silicon Valley**

Brings Visibility to our Community, its heroes and leaders-- young and old and their Milestones!

- School Programs, Youth organizations, Veterans, Seniors, NPOs, and local Community focused Business

Historic! Nurtures the Next Gen of Santa Clarans who we hope will carry the torch for the Next 50 years

- Opportunity to instill values
 - Civic Pride
 - Volunteerism
 - Leadership
 - Charity
 - Social Responsibility



SCPOC brings Visibility to our Nonprofits, Community and Business : Share your Causes in a BIG WAY!

- Many ways to do that on Parade Day
 - Sponsor or donate to our Parade
 - Volunteer for Parade Duty
 - Reserve a Booth in the Community Village
 - Participate in the Parade and Win the community Contest for Bragging Rights!
 - Who doesn't love our annual Friendly Community Contest?
 - Pick your theme and Sign up! Showcase your programs and causes in a BIG WAY—i.e. Youth Mentorship or Sports, Food Insecurity, Water conservation, Climate change, Literacy, STEM, etc.
 - Float? Sponsor or Build your own Float
 - Don't have a Float? Wear your Swag or Dress up your mode of transport. Organize team on Roller skates, BMX bikes, scooters, to Golf Carts.
 - We love a Performance!
 - Marching Bands, Dance, Music and the Arts, Sports and Robotics!
 - Check out the past winners at www.scpardaeofchampions.org



Community Village: A One-Day Event with Lasting Opportunities

- Our Community Partners share our Values of Giving back, Charity, Service and Volunteerism
 - Commercial vendors and Nonprofits are welcomed!
 - Diverse and Multicultural Artists, Music, Food Vendors/Trucks
- Meet the community one-on-one, socialize, enjoy the food trucks and comradery—bring the activities that engage!
 - 10x10 booths available visit our Website to book yours at www.scaparadeofchampions.org
- SCPOC brings visibility, networks and connects w/Schools, NPOs and a variety of Businesses



It takes a Village: Volunteer one day or all year!!!



- We need 150 Volunteers on Parade Day to be parade marshals, help with banners, balloons and Team leaders! Apply online.
- Corporate Employee Community Service Volunteers Welcomed! Thank you Intel and Kylli for 2022!
- Community Hours for Students and get project experience year round!
 - Looking for skills in Marketing, Social Media, Project Management, Clerical, Event planning, Videography—We love creativity.
- Apply to be on the 2023 Planning Committee!
- Do you Social Media? You can be our ambassador
 - Promote our Parade across all platforms #scparadeofchampions





**We celebrate our Champions,
Community and Front line Heroes
every year...**

**How to get involved? We are a 100% Grass roots
organization that counts on Volunteerism to thrive!**

- Be in the Parade-- show your community Spirit!
- Volunteer on Parade Day: we need 150 volunteers to support parade operations—get community service hours!
- Corporate Employee Volunteer Programs welcomed for Community Service projects
- Table in the Community Village
- Sponsor and Donate- Its takes a village to make our Parade happen since 1945

The 2022 SCPOC : Over 15K attended, 1.5K online and 2K were in the Parade! We expect more this year
<https://youtu.be/qDBVAnscVn8>



The Proposed 2023 Parade Route

Reserve your Bleacher seats online to enjoy the Grand Finale Performance at Main Stage followed by the Street Dance



created by Ana Vargas-Smith 4/11/24 visit www.scparadeofchampions.org



2023 SC Parade of Champions Program Day

- All Day till 5PM: Food Trucks, Kids Zone, Dining, Shopping, Entertainment and Community Fun Sponsored by NPO SCPOC Board/Directors
- 8:30 am VIP Sponsor's Sunrise Breakfast
- 9 am: Community Village booths and Food Trucks on Franklin St. with Farmer's Market on Jackson St.
- 9:30 Seating for our Honored Guests, VIP Sponsors and Parade Bleacher area.
- 10:15 am: Opening Ceremonies Speeches, Anthem and Flag Raising
- 11 am: Parade Starts with MC Taylor Amarante!
- 1:00PM Sponsored GRAND FINALE mini Concert at Main Event stage in front of Bleachers
- 1:30 to 5pm LIVE MUSIC and Street Dance Sponsored by Volare Dance Studio

created by Ana Vargas-Smith 4/11/24 visit www.scpardaeofchampions.org



Want to get involved? Join our 2023 Planning Committee, or become a Parade Day Volunteer! Sign up at www.scparadeofchampions.org

One stop shop on our website 24/7: Hashtag [#scparadeofchampions](https://twitter.com/scparadeofchampions)

Reserve or Pay online for your Community Village Booth, Download photos and videos of past parades, and subscribe for notifications and updates about our events year round.

www.scparadeofchampions.org

Have questions? Contact our Event Operations Team with your questions

Ana Vargas-Smith,

President avsmith2014@gmail.com

Cell: 408-394-2473

Karen Ardizzone, Treasurer

kardizzone@gmail.com

Love Social Media? Be our ambassador and promote to your networks!

Join our FB Group <https://www.facebook.com/groups/194970474423429/>

Follow us on Instagram:

[@scparade.champions](https://www.instagram.com/scparade.champions) • Instagram photos and videos

Thank you...
Can't wait to see you at the 54th SC Parade of
Champions!

