



# Santa Clara Parade of Champions

*...at the Center of Silicon Valley*

Dear Community Partner,

The Santa Clara Parade of Champions (SCPOC) in Historic Downtown Santa Clara planning has begun! This beloved parade has a history of bringing community together since 1945, when we welcomed home our Veterans from WWII.

For 54 years now, the parade has showcased its Champions and heroes across all categories: sports, schools, civic and business leaders, cultural groups, the arts to entertainment and Tech to Veterans and frontline heroes. At our peak we were the 2<sup>nd</sup> largest parade in the State of California.

Along with support of our sponsors, we successfully relaunched the parade after a 24-year hiatus in 2019— *and the community response has been **BIG every year***. This legacy event celebrates our nonprofit organization's values of community building, civic pride, volunteerism and giving back.

With your help our community will experience yet another fantastic community event this year, bringing a level of sustainability and commitment to ensure the parade runs for another 50 years by strengthening bonds and making lifelong memories for generations to come. *Who doesn't love a Parade?*

It's because of generous sponsors and community spirit that our parade thrives. There are several ways to connect, support and participate—choose one or all these options:

1. A variety of Parade Sponsorship packages with great perks!
2. There are opportunities where Non-Profits can participate no cost!
3. One on one engagement in the Homestead Community Village Booths and Food Trucks in our expo area!
4. Parade day volunteers with opportunities for School Community Service and Employee Corporate community hours are available.

Thank you for choosing to be a part of the longest running most inclusive community building event in the history of SC!

Ana-Vargas Smith, President and NPO Founding member

Santa Clara Parade of Champions

Cell 408-394-2473 or Email [avsmith2014@gmail.com](mailto:avsmith2014@gmail.com)

## SPONSOR INFORMATION AND OPTIONS

NAME: _____	○ \$20,000 PRESENTING SPONSOR
COMPANY: _____	○ \$15,000 GRAND FINALE SPONSOR
ADDRESS: _____	○ \$10,000 GOLD MEDAL SPONSOR
CITY/ST/ZIP: _____	○ \$7500 SILVER MEDAL SPONSOR
EMAIL: _____	○ \$5,000 BRONZE MEDAL SPONSOR
WEBSITE: _____	○ \$2,500 HISTORIC HONORS
PHONE: _____	○ \$1,500 DOWNTOWN PATRON
	○ \$700 SANTA CLARA CHAMPION
	○ \$500 HONORABLE MENTION

## PAYMENT DETAILS

- ☐ CHECK ENCLOSED PAYABLE:  
Santa Clara Parade of Champions 2135  
Benton St.  
Santa Clara, CA 95050

- ☐ INVOICE ME:  
☐ Paper Invoice (Mail)  
☐ E-Invoice (PDF)

PACKAGE DETAILS/PAY ONLINE  
VISIT:  
[sccparadeofchampions.org/sponsors](http://sccparadeofchampions.org/sponsors)

## **\$20,000 Presenting Sponsor Great Way to Start the Parade Day Ceremonies!**

- Recognized as the Event's primary and only sponsor at this level of the Santa Clara Parade of Champions with Stage and speaking time (optional) at Opening Ceremonies, in Parade VIDEO credits, and all media, press releases, advertising and on SCPOC Website
- As Presenter, will have speaking and stage time at opening ceremonies (optional)
- High Visibility and Prime placement in the parade line up
- Professionally built custom designed full-sized parade float with logo (valued at 5K). Larger designs will incur additional charges.
- Prime logo placement on all advertisements and on Main Event Stage
- One 2.5' x 8' sponsorship/recognition banners
- Company name and logo on all parade collaterals advertisements
- Company name and logo on VIP Stage/area sponsorship banner
- Sponsorship logo tv commercials (limited to the first 6 sponsors)
- VIP pre-parade reception tickets (up to 10 tix)
- Grandstand VIP bleacher seating (up to 10 tix)
- Choice of a 10x10 booth in the Community Village (option of a preset booth included)

## **\$15,000 Grand Finale Sponsor: Great way to end the Parade on a High Note!**

- Recognized as the finale sponsor of the parade, in Parade VIDEO credits and in all media, press releases and advertising and SCPOC Website.
- Choice of custom designed parade float or large 20' cold air parade balloon (max value \$5K)
- One 2.5' x 8' recognition banner with logo preceding your sponsored balloon
- Company name and logo on all parade advertisements
- Company name and logo on VIP Stage/area sponsorship banner
- Sponsorship logo in tv commercials (limited to the first 6 sponsors)
- Premium location of the logo on all advertisements
- VIP pre-parade Sunrise reception (up to 9 tix)
- Grandstand VIP bleacher seating (up to 9 tix)
- Choice of a 10x10 booth in the Community Village (option of a preset booth included)

## **\$10,000 Gold Sponsor**

- Recognized as a Gold sponsor of the parade, in Parade VIDEO credits and in most media, press releases and advertising and SCPOC Website
- Sponsor large 15'-20' cold air parade balloon
- One 2.5' x 8' recognition banner with logo preceding your sponsored balloon
- Company name and logo on all parade advertisements and SCPOC website
- Company name and logo on VIP stage/area sponsorship banner
- Sponsorship logo tv commercials (limited to the first 7 sponsors)
- Premium location of the logo on all advertisements
- VIP pre-parade Sunrise reception (up to 8 tix)
- Grand Stand VIP bleacher seating (up to 8 tix)
- Choice of a 10x10 booth in the Community Village (option of a preset booth included)

## **\$7,500 Silver Sponsor**

- Recognized as a Silver Sponsor of the Parade, in Parade VIDEO credits and in most Media, press releases and advertising and the SCPOC website
- Sponsor a cold air balloon
- 2.5' x 8' recognition banner with logo preceding your sponsored balloon
- Company name and logo on all parade advertisements and SCPOC website
- Company name on VIP area sponsorship banner
- Sponsorship logo tv commercials (limited to the first 7 sponsors)
- VIP pre-parade reception tickets (up to 7 tix)

- Grandstand VIP bleacher seating (up to 6 tix)
- Choice of a 10x10 booth in the Community Village (option of a preset booth included)

### **\$5,000 Bronze Sponsor**

- Recognized as a Bronze Sponsor of the Parade, in Parade VIDEO credits and in most Media, press releases and advertising and the SCPOC website
- Sponsor a cold air balloon
- 2.5' x 8' recognition banner with logo preceding your sponsored balloon
- Company name and logo on all parade advertisements and SCPOC website
- Company name on VIP area sponsorship banner
- Sponsorship logo tv commercials (limited to the first 6 sponsors)
- VIP pre-parade reception tickets (up to 6 tix)
- Grandstand VIP bleacher seating (up to 6 tix)
- Choice of a 10x10 booth in the Community Village (option of a preset booth included)

### **\$2,500 Historic Honors**

- Company name and logo, in Parade VIDEO credits and on all parade advertisements and SCPOC website
- Company name on VIP area sponsorship banner
- 2.5' x 8' recognition banner preceding a specialty or musical unit
- VIP pre-parade reception tickets (up to 5 tix)
- Grandstand VIP bleacher seating (up to 5 tix)
- Choice of a 10x10 booth in the Community Village (option of a preset booth included)

### **\$1,500 Downtown Patron**

- Company name on VIP area sponsorship banner, in Parade VIDEO credits and SCPOC website
- 2.5' x 8' recognition banner preceding a specialty or musical unit
- VIP pre-parade reception tickets (up to 4 tix)
- Grandstand VIP bleacher seating (4 tix)
- Choice of a 10x10 booth in the Community Village (option of a preset booth included)

### **\$700 Santa Clara Champion**

- Company name on VIP area sponsorship banner, in Parade VIDEO credits and SCPOC website
- VIP pre-parade reception tickets (up to 3 tix)
- Grandstand VIP bleacher seating (3 tix)
- Choice of a 10x10 booth in the Community Village (option of a preset booth included)

### **\$500 Honorable Mention**

- Company Name and logo on the SCPOC website, in Parade VIDEO credits and on SCPOC Website
- Total of 2 prepaid reception ticket
- Grandstand VIP bleacher seating ---2 Tix
- Choice of a 10x10 booth in the Community Village (option of a preset booth included)

Follow us on Facebook and Instagram, LinkedIn, Twitter!

Visit our Website to view past parades or download images, or sign up for Blog and notifications at

[www.scparadeofchampions.org](http://www.scparadeofchampions.org)