



Santa Clara Parade of Champions

...at the Center of What's possible in Silicon Valley

Dear Community Partner,

The Santa Clara Parade of Champions (SCPOC) planning has begun! This beloved parade tradition has a history of bringing community together since 1945, when we welcomed home our Veterans from WWII. It grew to become the 2nd largest parade in the State of California at its peak.

Our Parade and Festival is now in its 55th year and is more than just a community event. It's a celebration of champions, a gathering of hearts, and a tribute to the frontline heroes who inspire us. Our festival has been the longest most unifying event in the history of Santa Clara. It has been bringing together people of all ages and backgrounds for generations from all corners of the state. What also makes our event special is its accessibility. It's free to the public, welcoming every member of our community to join in the festivities without barriers. This inclusivity lies at the heart of our mission, ensuring that everyone, regardless of their circumstances, can partake in the joy and camaraderie that our Parade and Festival brings. There is something for everyone.

However, organizing such a monumental event requires resources, and this is where we humbly seek your support. The funds we raise go to programs that help our youth, veterans, and families facing medical crises. From providing educational and scholarship opportunities for our youth to helping those who have served our country, every dollar raised makes a tangible difference in the lives of those in need. Your generous support would not only help our beloved tradition to thrive, but also continue to do our outreach and impact even further. Our event attracts, and brings visibility to our champions, community and front-line heroes from Youth Sports and civic organizations, nonprofits, School Arts, Music, STEM, Universities, Colleges, Veterans, Seniors, City and County Leadership, small business and large organizations—all are welcome and the list is long.

By partnering with us, you're not just supporting an event; you're investing in initiatives that support the well-being and resilience of our community. We would be honored to discuss these opportunities further and explore how we can tailor them to best suit your needs and objectives. Below are a few ways our partners engage with the community:

- Sponsorships: 8 different packages that offer a variety of levels of visibility and community engagement
- Participation in the Parade: ride in a car, choose a float, march with your organization—get creative!
- Community Village Booths and Food Trucks Expo area: Memorable “One on One” Community fun
- Parade day volunteer opportunities: Student Service hours to Corporate Employee programs offered

Thank you for considering our nonprofit to sponsor and support, and for your commitment to community building!

Ana-Vargas Smith

Ana Vargas-Smith, President/SCPOC NPO Founding member

SPONSOR INFORMATION FORM

NAME: _____

COMPANY: _____

ADDRESS: _____

CITY/ST/ZIP: _____

EMAIL: _____

WEBSITE: _____

PHONE: _____

SPONSORSHIP LEVELS (CHOOSE ONE)

- \$20,000 PRESENTING SPONSOR
- \$15,000 GRAND FINALE SPONSOR
- \$10,000 GOLD MEDAL SPONSOR
- \$5,000 SILVER MEDAL SPONSOR
- \$2,500 HISTORIC HONORS
- \$1,500 DOWNTOWN PATRON
- \$700 SANTA CLARA CHAMPION
- \$500 HONORABLE MENTION

PAYMENT DETAILS (CHOOSE ONE)

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

\$20,000 Presenting Sponsor: Custom Float, Opening Ceremony Stage and TV time

- Presented as **“ONE and ONLY Presenting Sponsor”** throughout the day of festivities by EMCEE. Primary placement in Parade line up, Broadcast VIDEO credits, sponsored link on our website, and all media, press releases, advertising and social media before, during and after.
- As Presenter, you have limited speaking and stage time at preparade opening ceremonies. Content must relate to theme, community focused and SCPOC Board approved. High visibility in Parade Broadcast.
- Professionally built custom designed full-sized parade float with logo.
- Sponsorship logo in Ads and TV commercials
- Prime Event placement of Company name and logo at Main Event Stage as Presenter.
- In Parade 2.5' x 8' sponsorship/recognition banners in Parade in front of your Custom Float.
- Pre-parade Breakfast of Champions “Meet the Grand Marshals” tickets (up to 10 tix)
- Grandstand VIP bleacher seating (up to 10 tix)
- Primary placement of a 10x10 booth in the Community Village (option of a preset booth)

\$15,000 Grand Finale Sponsor: Custom Float part of Grand Finale Entertainment

- Highlighted as the only sponsor of the **“Grand Finale”** entertainment unit by EMCEE, Primary placement in Broadcast VIDEO credits, sponsored link on our website, and include your logo in press releases, advertising and social media
- Highlighted as the sponsor of a custom designed professionally built parade float with LOGO (max value \$5K)
- In Parade 2.5' x 8' recognition banner with logo with banner carriers preceding your Grand Finale Float
- Prime event placement of Company name and logo on Main Event Stage as Grand Finale sponsor
- Sponsorship logo in Ads and TV commercials
- Pre-parade Breakfast of Champions “Meet the Grand Marshals” tickets (up to 9 tix)
- Grandstand bleacher seating (up to 9 tix)
- Primary Placement of a 10x10 booth in the Community Village (option of a preset booth included)

\$10,000 Gold Sponsor: A 15ft-20ft Cold Air Balloon

- Highlighted as a Gold sponsor by EMCEE of the parade, in the Parade, sponsored link on our website, listed in Broadcast VIDEO credits and include your logo in press releases, advertising and social media
- Highlighted as Sponsor of a large 15'-20' cold air parade balloon
- In Parade 2.5' x 8' recognition banner with banner carriers preceding a specialty or musical unit
- Company name and logo on Main Event Stage sponsorship banner
- Sponsorship logo in Ads and TV commercials
- Pre-parade Breakfast of Champions “Meet the Grand Marshals” tickets (up to 8 tix)
- Grand Stand bleacher seating (up to 8 tix)
- Primary Placement of a 10x10 booth in the Community Village (option of a preset booth included)
- Arrange a Convertible VIP experience or march in the parade

\$5,000 Silver Sponsor

- Recognized in Parade by EMCEE as a sponsor, Company name and logo on Main Event banner, listed in Broadcast VIDEO credits, sponsored link on our website and logo included in social media
- In Parade 2.5' x 8' recognition banner with banner carriers preceding a specialty or musical unit
- Company name and logo on Main Event VIP area sponsorship banner
- Sponsorship logo Ads and TV commercials
- Pre-parade Breakfast of Champions “Meet the Grand Marshals” tickets (up to 6 tix)
- Grandstand bleacher seating (up to 6 tix)

- Primary Placement of a 10x10 booth in the Community Village (option of a preset booth included)
 - Arrange a Convertible VIP experience or march in the parade (option)
- ☐ **\$2,500 Historic Honors**
- Recognized in Parade by EMCEE as a sponsor, Company name and logo on Main Event banner, listed in Broadcast VIDEO credits, on our website and logo included in social media
 - In Parade 2.5' x 8' recognition banner with banner carriers preceding a specialty or musical unit
 - Pre-parade Breakfast of Champions “Meet the Grand Marshals” tickets (up to 5 tix)
 - Grandstand bleacher seating (up to 5 tix)
 - Choice of a 10x10 booth in the Community Village (option of a preset booth included)
 - Participate in the Parade (option)
- ☐ **\$1,500 Downtown Patron**
- Recognized in Parade by EMCEE as a sponsor, Company name and logo on Main Event banner, and Broadcast VIDEO credits, on SCPOC website and included in social media
 - In Parade 2.5' x 8' recognition banner with banner carriers preceding a specialty or musical unit.
 - Pre-parade Breakfast of Champions “Meet the Grand Marshals” tickets (up to 4 tix)
 - Grandstand bleacher seating (4 tix)
 - Choice of a 10x10 booth in the Community Village (option of a preset booth included)
 - Participate in the Parade (option)
- ☐ **\$700 Santa Clara Champion**
- Company logo on Main event Banner, on SCPOC website, listed in Broadcast VIDEO credits
 - Pre-parade Breakfast of Champions “Meet the Grand Marshals” tickets (up to 3 tix)
 - Grandstand bleacher seating (3 tix)
 - Choice of a 10x10 booth in the Community Village (option of a preset booth included)
 - Participate in the Parade (option)
- ☐ **\$500 Honorable Mention**
- Company logo on Main event Banner, on SCPOC website, listed in Broadcast VIDEO credits
 - Pre-parade Breakfast of Champions “Meet the Grand Marshals” tickets –2 tix
 - Grandstand bleacher seating ---2 Tix
 - Choice of a 10x10 booth in the Community Village (option of a preset booth included)
 - Participate in the Parade (option)

Become part of our inclusive and active online community—let’s collaborate!
Subscribe to our Newsletter on our Website
Follow us on Facebook, Instagram, and LinkedIn
Hash Tag #sctparadeofchampions