Sponsorship Packages

Salinas Holiday Parade of Lights

Sunday, November 29, 2026
6:00 pm - 9:00 pm

The Salinas Holiday Parade of Lights' mission is to bring joy, excitement, and make life-long memories, as we gather as a community in a positive light.

Your sponsorship dollars go towards the rising costs associated with the many entities it takes to bring this seasonal tradition safely to our community. Thousands of families gather in Downtown Salinas to enjoy the festivities each year. The memories created for the young and the young at heart are priceless.

"We make a living by what we get. We make a life by what we give."

- Winston S. Churchill

This parade touches so many lives and continues to grow in popularity. We can't make it happen without the support and generosity of our Sponsors. Please consider joining us on our mission to bring the Holiday Parade Of Lights to Salinas once again this year.

Presenting Sponsor — *$20,000*

One presenting sponsor spot is offered which covers the upfront costs, permits and media leading into the event. Benefits include all that is offered in the *Santa Sponsor* below plus the highlight of "Presented By" prior to, during, and after the parade. Once the Presenting Sponsor is identified, it will be removed from the sponsorship offerings.

Santa Sponsor — $10,000

- Logo recognition on promotional materials, social media sites and parade website.
- Banner provided and carried through the parade route either by your corporate team or parade volunteers.
- Acknowledgement throughout the parade by Announcers as a "Santa" Sponsor at each station.
- Logo acknowledgement in 'Thank you' ad running after the parade.
- Parade Entry Fee included.

Elf Sponsor — $5,000

- Logo recognition on promotional materials, social media sites and parade website.
- Banner provided and carried through the parade route either by your corporate team or parade volunteers.
- Acknowledgement throughout the parade by Announcers as an "Elf" sponsor at each station.
- Parade Entry Fee included.

Rudolph Sponsor — $2,500

- Logo recognition on promotional materials, social media sites and parade websites.
- Banner provided and carried through the parade route either by your corporate team or parade volunteers.
- Acknowledgement throughout the parade by Announcers as a "Rudolph" Sponsor at each station.
- Parade Entry Fee included.

Grinch Sponsor — $1,000

- Name on a banner of all Grinch Sponsors to be carried with the Grinch himself.
- Acknowledgement throughout the parade by Announcers as a "Grinch" at each station.

Sponsorship Form

DEADLINE to have Logo Recognition on all promotional materials is October 31, 2026
Parade Entry DEADLINE is November 1, 2026

(Please type or print legibly)

Name of Organization: _____

Mailing Address: _____

City/State/Zip: _____

Contact Person: _____

Contact Phone #: _____ **Contact E-mail:** _____

☐	**Presenting Sponsor (Parade Entry Fee included)**	**$20,000**
☐	**Santa Sponsor (Parade Entry Fee included)**	**$10,000**
☐	**Elf Sponsor (Parade Entry Fee included)**	**$5,000**
☐	**Rudolph Sponsor (Parade Entry Fee included)**	**$2,500**
☐	**Grinch Sponsor (Parade Entry Fee NOT included)**	**$1,000**
☐	**Parade Entry Fee (Add On To Grinch) +$350**	

*****If you are participating in the parade, don't forget to also send a Parade Entry Application*****
Email A Copy Of This Sponsorship Form with Logo to: Info@SHPOL.org

Please make CHECK payable to: Salinas Holiday Parade of Lights
MAIL/DROP OFF COMPLETED FORM WITH CHECK TO:
Salinas Holiday Parade of Lights
Esteban Garcia
919 N. Main st
Salinas, ca 93906

Pay Online Via Paypal or Credit/Debit Card

Salinas Holiday Parade of Lights is a 501(c)(3) nonprofit #93-2860281

Thank you for your support!