



Celebrate the holidays at the beach with the Pacific Beach Holiday Parade and activities

Discover PB needs your generous support. We invite you to participate as one of our sponsors for the community holiday programs. Your donations will help to keep this longstanding tradition thriving as well as provide exposure to your business right to the heart of the community.

Our annual Holiday tree lighting will take place on **December 4th** on the pier. The pier will be decorated with lights & decorated wreaths.

On **December 11th**, our Holiday Parade will go through Garnet Avenue. The parade includes floats, marching bands, color guards, children's marching groups, clowns and Santa Claus, of course! Over 5,000 spectators and hundreds of participants will be there to fill the street with holiday cheer.

Shop Small- during the months of **November and December** we will be participating in Shop Small Saturday, and Shop Local for the Holidays encouraging people to shop local, spend local and stay local this holiday season through a variety of marketing efforts throughout the season.

SANTA LEVEL \$\$6,000

- Sponsor will be recognized on pacificbeach.org as featured business for the month of December in the monthly Newsletter
- Sponsor will be recognized on PB Holiday Parade Event listing on pacificbeach.org
- Sponsor will have dedicated mentions, during the month of December on Discover PB Social Media outlets. Min 1 per facebook/Instagram/twitter (3 total)
- Sponsor will have a dedicated wreath hung at the tree lighting. (must commit by Nov 27th or provide own wreath)
- Printed Materials: Sponsor will be recognized in all flyers, radio PSA's, press releases, various printed materials marketing the parade and shop local advertising.
- Representatives from your business will be invited to ride in a convertible car at beginning of the parade with the name of your company/logo on the side of the vehicle.
- Numerous announcements will be made during the parade in recognition of your company to 5,000 spectators.

REINDEER LEVEL \$3,000

- Sponsor will be recognized on PB Holiday Parade Event listing on pacificbeach.org
- Sponsor will be recognized in December Newsletter
- Sponsor will be recognized on Discover PB Social Media outlets.
- Sponsor will have a dedicated wreath hung at the tree lighting. (must commit by Nov 27th or provide own wreath)
- Printed Materials: Sponsor will be recognized in all flyers, radio PSA's, press releases, various printed materials marketing the parade and shop local advertising.
- A representative will be invited to ride in a classic or convertible car as head of one of 4 divisions of the parade, with the name of your company/logo on the side of the vehicle.

- Numerous announcements will be made during the /parade in recognition of your company to 5,000 spectators

CHRISTMAS TREE LEVEL \$1,500

- Printed Material: Sponsors logo will be on all flyers, radio PSA's, press releases and various printed materials.
- A representative will be invited to ride in a classic or convertible car as head of one of 4 divisions of the parade, with the name of your company/logo on the side of the vehicle.
- Sponsor will be recognized in December Newsletter

SANTA'S HELPER LEVEL \$\$500

- Printed Material: Sponsors logo will be on all flyers, radio PSA's, press releases and various printed materials printed.
- Santa's Helpers will be acknowledged in the Discover PB Newsletter

Snowflake Level \$ _____ Please accept the amount listed as my donation for the tree lighting/parade.

Your in-kind donations can help the Tree Lighting/Holiday Parade stay out of the red. Donations to the Tree Lighting/Parade are tax deductible. We are a qualified 501(c)3 non-profit corporation. Our Tax ID 33-0587567

- **The contact person regarding our donation will be:** _____
- **Name:** _____
- **Organization:** _____
- **Address:** _____
- **Telephone:** _____
- **E-mail address:** _____
- (Please email vanessa@pacificbeach.org a high resolution version of your logo)

Send Completed Form and Check to:

Discover Pacific Beach
 Holiday Tree Lighting/Parade
 1503 Garnet Ave
 Pacific Beach, CA 92109

Or via Email at sunny@pacificbeach.org or vanessa@pacificbeach.org