



The Importance of Christmas in the Park

The tradition of the Christmas in the Park display dates back to the 1950's and has become a staple in the South Bay.

In 2019 Christmas in the Park celebrated 40 years in downtown San Jose.

In 2020, the COVID-19 crisis facilitated the need to rethink the event. People wanted a sense of normalcy, tradition, and a means to celebrate the holidays.

This event continues to build community year after year. From tree decorating to a traditional cup of hot chocolate and a churro, Christmas in the Park remains a constant Holiday tradition.



Annual Highlights

**2020
Estimated
Reach
2,126,499***

**2020
Drive-thru
tickets sold:
62,262**

**Instagram
followers:
3,351**

**2020
Estimated
attendance:
250,000**

**Total social
media
following:
62,551**

**Facebook:
page likes: 28,710
followers: 29,539**

**Mailing list:
65,000**

*Includes paid advertising only and does not include in person impressions or general social media posts

2021 Expected Reach

**ONE
MILLION
GUESTS**

**2021
Drive-thru
vehicles:
78,800**

**Walk-Thru
attendance
750,000**

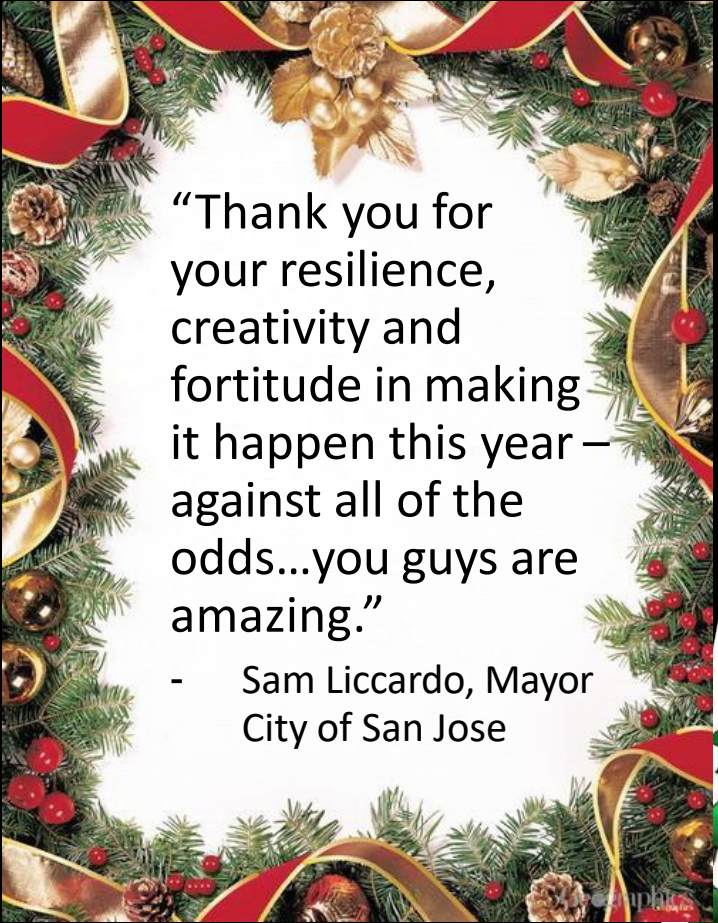
**Drive-Thru
attendance
250,000**

**Total social
media
following:
80,000**

**Traditional
advertising reach
3.5 Million**

**Mailing list:
90,000**

What people are saying...




"Thank you for your resilience, creativity and fortitude in making it happen this year – against all of the odds...you guys are amazing."

- Sam Liccardo, Mayor
City of San Jose



"Kudos to you and your staff for putting together such an amazing event that will be remembered by all as 'fantastic'."

- Bill Schroh,
President & CEO
History Park

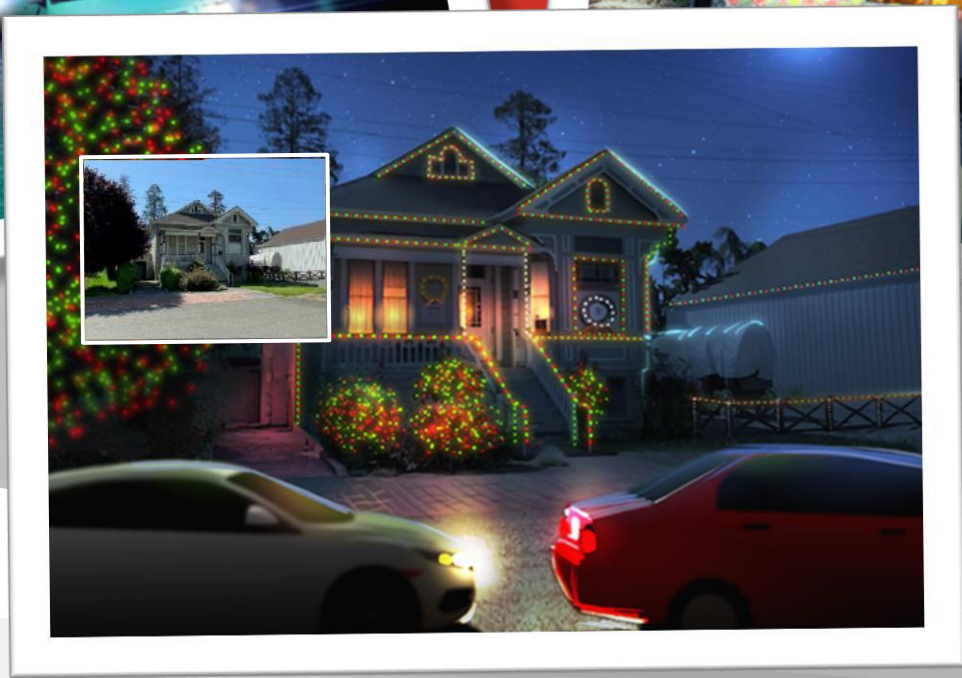


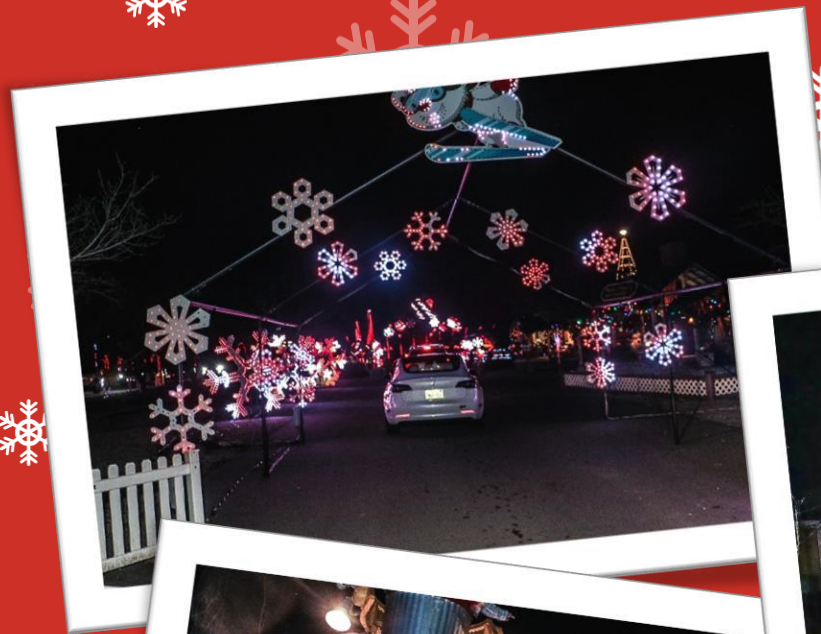
"The work you are doing to bring some joy and happiness into this world is really welcomed, no more so than at this very moment."

- Christopher
Thompson, Knight
Foundation



To keep our community healthy in 2020, CITP pivoted to a drive-thru experience. Working closely with History Park and the City of San Jose, the event moved from Plaza de Cesar Chavez Park in downtown San Jose to History Park. We created an enjoyable and successful event for our community.







2020 Marketing & PR

TELEVISION	
KGO (ABC)	SF/SJ
KTVU (FOX)	SF/SJ
KNTV (NBC)	SF/SJ
KSTS (Telemundo)	SF/SJ
KPIX (CBS)	SF/SJ
KOFY	SF/SJ
KION (CBS)	Monterey
CNBC	National: Shepard Smith
KAUT	Oklahoma
KMIR (NBC)	Palm Springs
KOBI (NBC)	Medford, OR
KTAL (NBC)	Shreveport, LA
WNYT (NBC)	Albany, NY
KMVU (FOX)	Medford, OR
KMSS (FOX)	Shreveport, LA
KSBY (NBC)	Santa Barbara
WCBD (NBC)	Charleston, SC
WHEC (NBC)	Rochester, NY
WICU (NBC)	Erie, PA
KRXI (FOX)	Reno, NV
KCBA (FOX)	Monterey
Univision	Spanish Television

People from 44 different states experienced our drive-thru in 2020. We received television coverage in 8 different states and nationally on CNBC.



CNBC

Radio

KRTY
KBAY
Star 101.3
KCBS
KGO-AM

Magazine (Print/Online)

Travel + Leisure
Conde Nast Traveler
Modern Luxury Silicon Valley
Metro Silicon Valley
VIA Magazine





Sundry Photography / Alamy Stock Photo

San Jose, California

Why we go: Tech companies and holiday cheer may not seem like the likeliest mix, but this Silicon Valley city has long been home to **Christmas in the Park**. What started as one man's idea of bringing seasonal spirit to his community in the 1950s is now a major downtown event, with animated displays, and trees decorated by local schools and other organizations. Don't miss a drive through the Willow Glen neighborhood, where **extravagant Christmas decorations line the streets**.

The one thing to get you in the spirit: Take a **Victorian Candlelight Tour** through the 160-room Winchester Mystery House, once the home of arms heiress Sarah



THE BESTS

30 Best Places to Spend Christmas: The World's Most Festive Cities

As featured in

Condé Nast
Traveler

TRAVEL+ LEISURE

A Love Letter to Italy

DESTINATION OF THE YEAR



FOUR FRESH WAYS TO LEAN IN TO WINTER

TRAVELERS HAVE finally warmed up to winter-centric wilderness itineraries. Take Denali National Park & Preserve, which has seen such an increase in demand that it will implement new measures this season: plowing an additional 12 miles of roads; grooming more trails; and installing a footbridge near Mountain Vista, the rest area known for its views of the 20,310-foot peak, to improve access to cross-country-skiing and snowshoeing routes. And with AAA forecasting continued demand for outdoorsy and socially distanced vacations into 2021, here are four ways to capitalize on cold-weather pursuits. **BY RACHEL CHANG**



Getting into the "snowga" flow in France.

Rest and Recharge

New York's Finger Lakes aren't typically top of mind this time of year, but the **Inns of Aurora** (inns.ofaurora.com; doubles from \$200) is set to open a 15,000-square-foot spa in early 2021, with hydrotherapy circuits, pools, and winter-themed activities, like tea-blending classes. Outside Montreal, the resort **Spa Eastman** (spa-eastman.com; \$169 per person per night, all-inclusive) roars to life in winter, with treatments in the Finnish sauna, hammam, and outdoor whirlpools. Meanwhile, some innovators have started "snowga" classes that combine yoga and a wintry outdoor setting. "Practicing in these mountainscapes connects us to the elements and to spaciousness within," says instructor **Rebecca Black** (rebeccabec.com), a snowboarder who's pioneering the practice with retreats in the Tarentaise Valley of the French Alps.

Chase the Night Lights

The northern lights are on view in Alaska through April 21, according to Don Hampton of the Geophysical Institute at the University of Alaska Fairbanks. "You need clear, dark skies since the aurora borealis is a very high-altitude phenomenon—clouds will block your view," he says. (It's also smart to avoid weeks closest to the full moon, whose brightness can spoil the show.) Fairbanks is a hub for aurora tourism, and operators including **A Taste of Alaska Lodge** (atasteeofalaska.com; doubles from \$195), **Borealis Basecamp** (borealisbasecamp.net; doubles from \$389), and **Northern Alaska Tour Co.** (northernalaska.com; overnight tours from \$859 per person), are running trips with COVID-19 precautions in place. Travelers can also spot the lights in central Canada and Scandinavia.

Stomp Through the Snow

State parks in South Dakota are out to sell travelers on snowshoeing this winter. Rangers at **Custer and Good Earth** (gfp.sd.gov), among others, will set visitors up with free rentals for hikes through snowy terrain. Many high-end resorts offer guests free snowshoes, including the **Lodge & Spa at Brush Creek Ranch** (brushcreekranch.com; \$950 per person per night, all-inclusive), in Wyoming, and **Rabbit Hill Inn** (rabbithillinn.com; doubles from \$209), in Vermont. Also in Vermont, the **Trapp Family Lodge** (trappfamily.com; doubles from \$200), in Stowe, is a great spot for cross-country skiing, with nearly 100 miles of groomed and backcountry trails. Those who prefer to power through powder will find more than 2,500 miles of snowmobiling trails in Wyoming. **Brooks Lake Lodge & Spa** (brookslake.com; \$477 per person per night, all-inclusive), near Yellowstone National Park, can get new riders up to speed.

Go All Out for Christmas

Germany is where many holiday traditions originated, and the country still holds the crown for the world's most festive Christmas markets. They don't get more storybook than the one held from late November to early January in the Bavarian town of **Rothenburg ob der Tauber** (rothenburg-tourismus.de). Visitors can try Bavarian snacks, sweets, and mulled wine while shopping the stalls for handmade gifts and ornaments. Bethlehem, Pennsylvania, earns the nickname of "Christmas City" with its **Christkindlmarkt** (christmascity.org). It mimics European counterparts with more than 150 booths, plus live holiday music (and, this year, extra health and safety measures). In San José, California, the long-running **Christmas in the Park** (christmasinthepark.com) festival will be drive-through-only this year—but the light sculptures and holiday displays will be bigger than ever.

As featured in

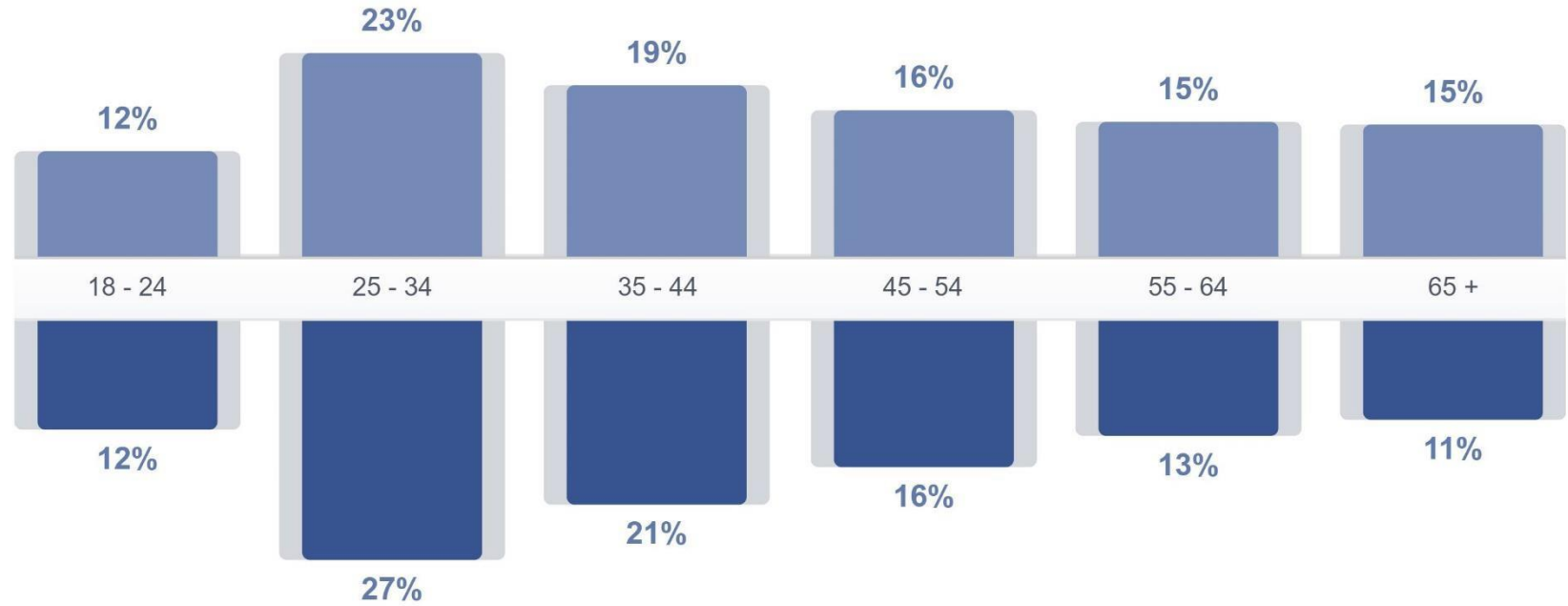
TRAVEL+ LEISURE



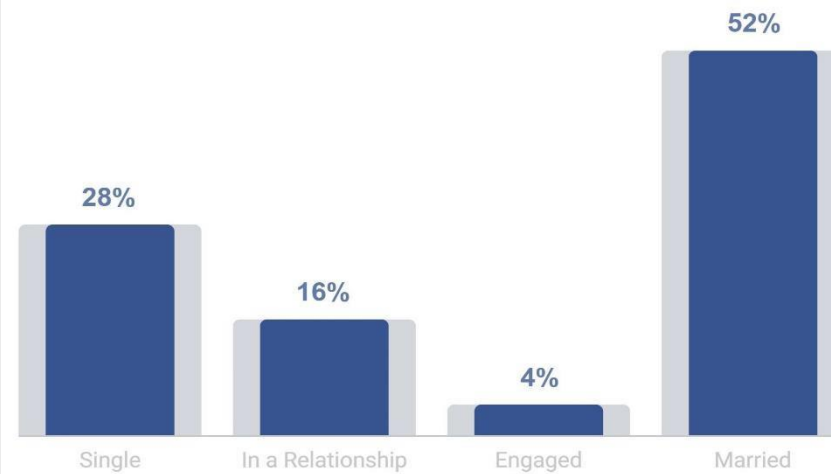
2020 Analytics

■ 55% Women
55% All Facebook

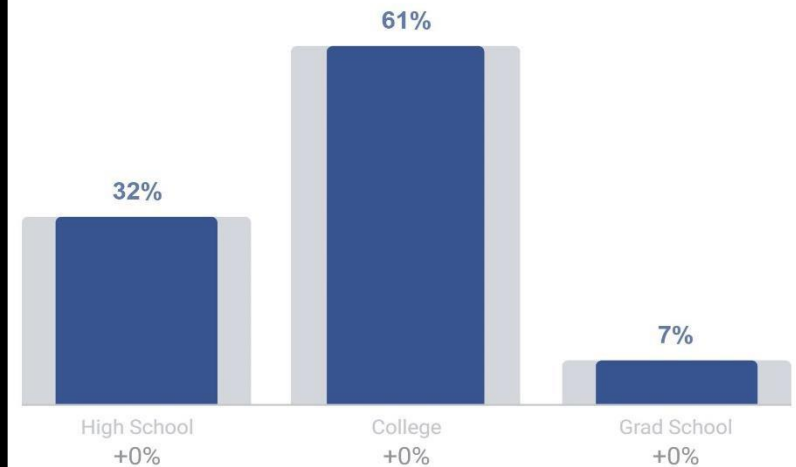
■ 45% Men
45% All Facebook



Relationship Status



Education Level





Celina Cerna  recommends **Christmas in the Park.** ...

December 29, 2020 · 

Kids had so much fun looking at all the lights. It was nice drive that took about 45 minutes so I feel it was worth the drive out to San Jose. Very pretty displays and light shows.



Leslie Carole Taylor  recommends **Christmas in the Park.** ...

December 28, 2020 · 

The lights and decorations were beautiful. Just when you thought you were done, you are led into a second area! I loved seeing the individual trees decorated by groups in San Jose.



4.6 out of 5



Based on the opinion of 1,200 people

LATEST REVIEWS



4.4

★★★★★
1,823 Reviews



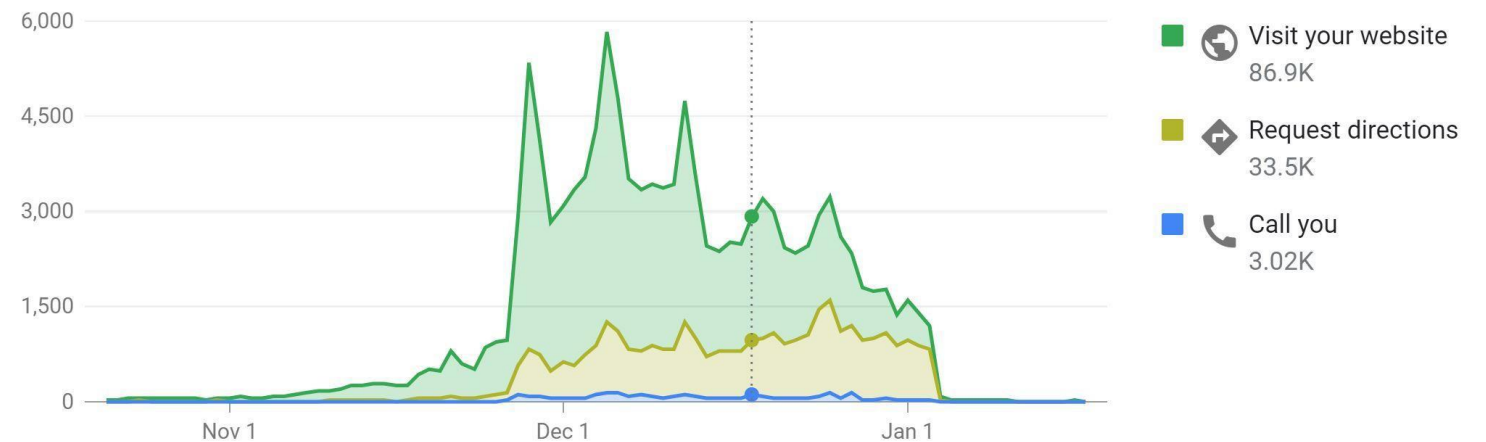
Alan Grace

★★★★★ 6 days ago

Friendly staff, thoughtful displays, fun for the whole family.

Google

Total actions 123K






Christmas In The Park



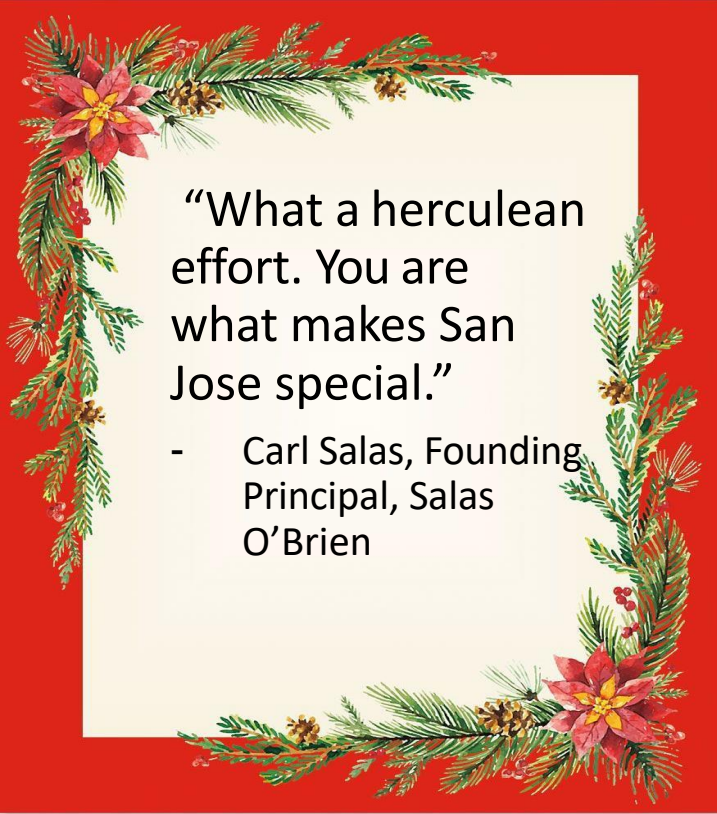
674 reviews

What people are saying...



"You guys did such an amazing job! Other than the wait time, which was hard to control, it was a great experience. We loved it! Very impressive! We were screaming in the car the whole way through. Thank you!"

- Michele C.



"What a herculean effort. You are what makes San Jose special."

- Carl Salas, Founding Principal, Salas O'Brien



"You all did an excellent job adjusting to our current health crisis and creating a wonderful experience for the community to enjoy! Great job!!!! We all needed some enjoyment this year."

- E. Quinonez

Bringing you the best of both in 2021!



2021 Christmas in the Park Plan



The overwhelming success of our drive-thru event in 2020 has convinced us to stage it yearly. Blinky's Illuminated Holiday is an all-new experience and will thrill the community. We are also planning a triumphant return of our traditional free walk-thru event in Downtown San Jose. Some old favorites of course, and new experiences, too!

2021 Christmas in the Park – Downtown San Jose

"A Very Beary Christmas"



2021 Christmas in the Park – Downtown San Jose



New for 2021!

As our focus returns to our traditional event, guests will notice exciting additions (many pictured on the previous page):

A new 60-foot tall walk-thru Christmas tree

A large lighted bear and shooting star displays

A larger than life walk-thru ornament

Multiple acrylic Christmas trees reaching 20 feet toward the sky.

Two new rides for kids young and old.

Lastly, an all-new inflatable log cabin lets adults enjoy a beer or a nice glass of wine at “Blinky’s Tavern” adding more holiday cheer to the downtown experience.

Christmas in the Park Sponsorship Demographics



87% of attendees typically drive to Christmas in the Park

49% of attendees live in San Jose

- 65% of attendees live in Santa Clara County

- 83% of attendees live in the Bay Area

70% of attendees are between 25-55 years of age

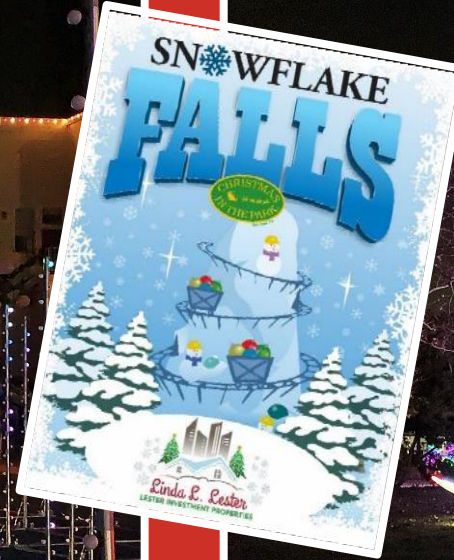
46% of attendees have an annual household income above \$75,000

55% of attendees have children under 18 living at home

More specific information is available upon request.



Sponsorships



2020 Sponsors



HARKER®
Est. 1893 • K-12 College Prep



REPUBLIC
SERVICES



Boston
Properties



Sponsorships

Each sponsor package is custom designed on an individual basis for businesses based on their goals and objectives.

The following slides provide a basic level of participation, and final agreements can be created to fit your overall budget and marketing strategy.



Sponsorship Packages

TIER 1: (All sponsorships include Tier 1 benefits) **\$2,500**

- Logo placement on sponsorship page of website
- Basic logo placement on banners acknowledging all sponsors at Christmas in the Park
- Verbal acknowledgement in our audio loop at Christmas in the Park where we recognize sponsors during holiday
- Facebook announcement of sponsorship
- Sponsor tree for decorating, placed in a prime location at downtown event
- 5 tickets to Drive-thru event

TIER 2: (Includes Tier 1) **\$5,000**

- Sponsorship of one of the iconic displays at Christmas in the Park including logo placement on display sign
- Enhanced logo placement on banners acknowledging all sponsors at Christmas in the Park
- Home page announcement of sponsorship prior to the start of Christmas in the Park
- 5 additional tickets to Drive-thru event



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Sponsorship Packages

TIER 3: (Includes Tier 1 and 2) **\$10,000**

Sponsorship of a Christmas in the Park or Illuminated Holiday featured area.

- Large logo placement on banners acknowledging all sponsors at Christmas in the Park
- "Boosted" Facebook announcement of sponsorship for larger reach
- Company logo created in lights
- 10 additional tickets to Drive-thru event

TIER 4: (Includes Tiers 1, 2 and 3) **\$20,000**

Sponsorship of an additional Christmas in the Park or Illuminated Holiday feature

- 25 additional tickets to Drive-thru event

Examples of feature elements include Pixel Tunnel, Santa Booth, Community Stage, Pixel Walls, Community Giving Tree, Tree Program, Christmas Tree Maze or Featured area at either event.



Continued on next page

Sponsorship Packages

Presenting Level: \$50,000 (Only 3 Available, 2-year commitment)

Top tier sponsorship of a Christmas in the Park or Illuminated Holiday event.

- Logo placement on all signage at event where event title is mentioned
- Includes sponsorship of one main feature or area at each event
- Company included in all event marketing and PR
- Company included in all paid advertising on radio, TV and in social media
- 100 tickets to each Drive-thru event



The previously mentioned sponsorship packages and pricing should be used as a template. We will work with your business objectives and budget to create a custom memorable, creative and productive sponsorship package.



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Sponsorship Packages

PLAYHOUSE BUILD WITH CHRISTMAS IN THE PARK AND HABITAT FOR HUMANITY: **\$5,000**

(50/50 split between non-profits)

- Team building activity for 8-12 people (more can be involved - ask for details)
- Logo on signage in front of playhouse at Christmas in the Park
- Picture of constructed playhouse and company logo on Playhouse web page and voting site
- Houses are then donated to Blue Star Moms (military support) families



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Special Events

CHRISTMAS IN JULY

- Our annual summer soiree at History Park where 400 Christmas in the Park supporters enjoy an evening of food, frolicking and fine wines along with live music and a robust auction (Presenting Sponsor \$20,000 – Table Sponsorships Available)

BREAKFAST WITH SANTA

- Held at The Fairmont San Jose, this annual breakfast with the big guy himself is great family fun with entertainment, arts & crafts and more (Presenting Sponsor \$10,000)

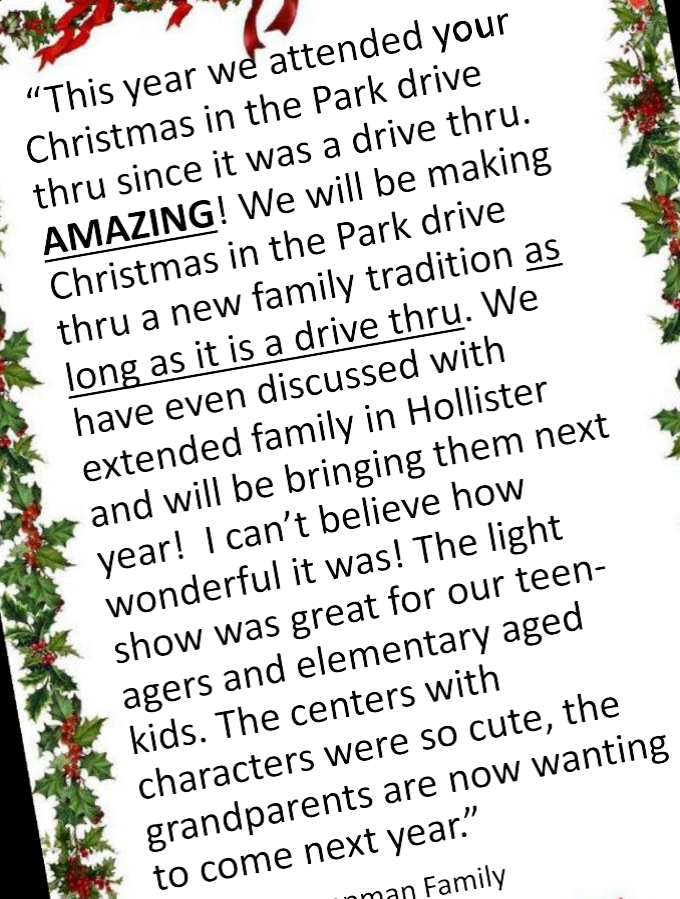
GINGERBREAD HOUSE RECEPTION

- Witness some amazing holiday themed houses that guests can bid on and take home for the holidays (Presenting Sponsor: \$10,000)



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What people are saying...



"This year we attended your Christmas in the Park drive thru since it was a drive thru. **AMAZING!** We will be making Christmas in the Park drive thru a new family tradition as long as it is a drive thru. We have even discussed with extended family in Hollister and will be bringing them next year! I can't believe how wonderful it was! The light show was great for our teenagers and elementary aged kids. The centers with characters were so cute, the grandparents are now wanting to come next year."

- The Lampman Family



"Great job managing the uncertainty of the pandemic... we hope this becomes a new tradition"

- Jocelyn L.



"I have gone to xmas in the park for at least 15 years and I commend you on how well you pivoted to a drive thru experience. It was AMAZING!! I have to say that adding all the lights that coordinated with the music was a fantastic addition."

- Rachael C.

Christmas in the Park Contact Info

Jason Minsky

Executive Director

Jason@christmasinthepark.com

408-297-9627



Christmas in the Park is a non-profit organization. Tax ID # 77-0046955