



2022

Sponsor Opportunities





# 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 2021 Christmas in the Park celebrated 42 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 and the drive-thru was born.

These events continues to build community year after year. From tree decorating to a traditional cup of hot chocolate and a churro, Christmas in the Park, and now Blinky's Illuminated Holiday, remain as constant holiday traditions.



# Engage, Inspire, Connect.

There are so many ways to be part of Christmas in the Park and Blinky's Illuminated Holiday. It's the perfect opportunity to secure exposure and give back to San Jose during a special time of the year. We offer a range of options to fit any budget or goal. All sponsorships are tax deductible and benefit Christmas in the Park, Inc – a California 501c3 nonprofit organization.

**Marketing/Branding:** Promote your message through Christmas in the Park channels and be part of the biggest story in San Jose this holiday season, securing brand presence among hundreds of thousands of attendees.

**Philanthropy/Volunteering:** Show your support for San Jose at the community's favorite holiday tradition while creating an engaging opportunity for employees and their families.





# Annual Highlights

2021  
Walk-thru  
attendance:  
650,000

Volunteer  
Hours  
4,500

Instagram  
followers:  
5,257

Mailing list:  
76,000

2021  
Drive-thru tickets  
sold: 37,000

2021  
estimated  
marketing  
reach:  
12,000,000

Facebook:  
page likes: 30,036  
followers: 30,570



# Website Analytics



Site Visitors 743,163

Page Views 2,160,059

Average Time on Site 2 min 20 sec

[Christmasinthepark.com](http://Christmasinthepark.com)





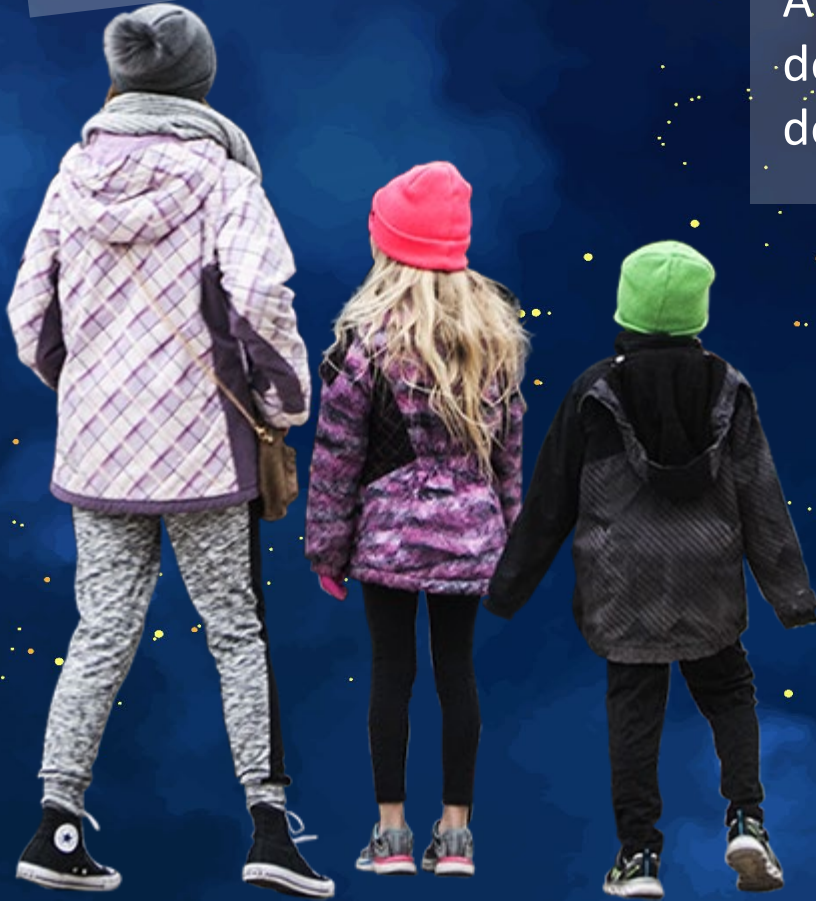
# What people are saying...

"Loved it!! Definitely had a car full of smiling kids tonight!"  
- Karin C

"So enjoyed visiting Christmas in the Park this year. We especially loved the hot cocoa and churros. It is a tradition for us. Also thoroughly enjoyed looking at the decorated trees. Thanks for keeping this downtown tradition." - Karen C

"We loved it! Went through a second time!!" - Lynnette V.

"We had the wonderful opportunity of performing with our students with differing abilities. It was absolutely awesome. The audience was amazing and the assistants with the music and mics were amazing! We definitely will be back! Christmas in the Park is definitely a fun, festive place to be with friends and family. We highly recommend it!"  
-Latizmo Hip Hop Productions.









THE INTEL THE BESTS THE PLACES READERS' CHOICE AWARDS CRUISE WOMEN WHO TRAVEL



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 "snuggle" 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-of-aurora.com](http://inns-of-aurora.com); doubles from \$200) is set to open 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](http://spa-eastman.com); \$169 per person per night, all-inclusive) soars to life in winter, with treatments in the Finnish sauna, hammam, and outdoor whirlpools. Meanwhile, some innovators have started "snowg" classes that combine yoga and a wintry outdoor setting. "Practicing in these mountain landscapes connects us to the elements and to spaciousness within," says instructor **Rebecca Black** ([rebeccablack.com](http://rebeccablack.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—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** ([atasteofalaska.com](http://atasteofalaska.com); doubles from \$195), **Borealis Basecamp** ([borealisbasecamp.net](http://borealisbasecamp.net); doubles from \$389), and **Northern Alaska Tour Co.** ([northernalaska.com](http://northernalaska.com); overnight tours from \$559 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 **Guster and Good Earth** ([gustergoodearth.com](http://gustergoodearth.com)), 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](http://brushcreekranch.com); \$950 per person per night, all-inclusive), in Wyoming, and **Rabbit Hill Inn** ([rabbithillinn.com](http://rabbithillinn.com); doubles from \$209), in Vermont. Also in Vermont, the **Trapp Family Lodge** ([trappfamily.com](http://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 miles of snowmobiling trails in Wyoming, **Brooks Lake Lodge & Spa** ([brookslake.com](http://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](http://rothenburg-tourismus.de)). Visitors can try Bavarian snacks, sweets, and mulled wine while shopping gifts and ornaments. Stateside, the town of Bethlehem, Pennsylvania, earns the nickname of "Christmas city" with its **Christkindelmarkt** ([christkindelmarkt.org](http://christkindelmarkt.org)). It mimics European counterparts with more than 150 booths (and, this year, extra health and safety measures). In San José, California, the long-running **Christmas in the Park** ([christmasinthepark.com](http://christmasinthepark.com)) festival will be drive-through-only this year—but the light sculptures and holiday displays will be bigger than ever.

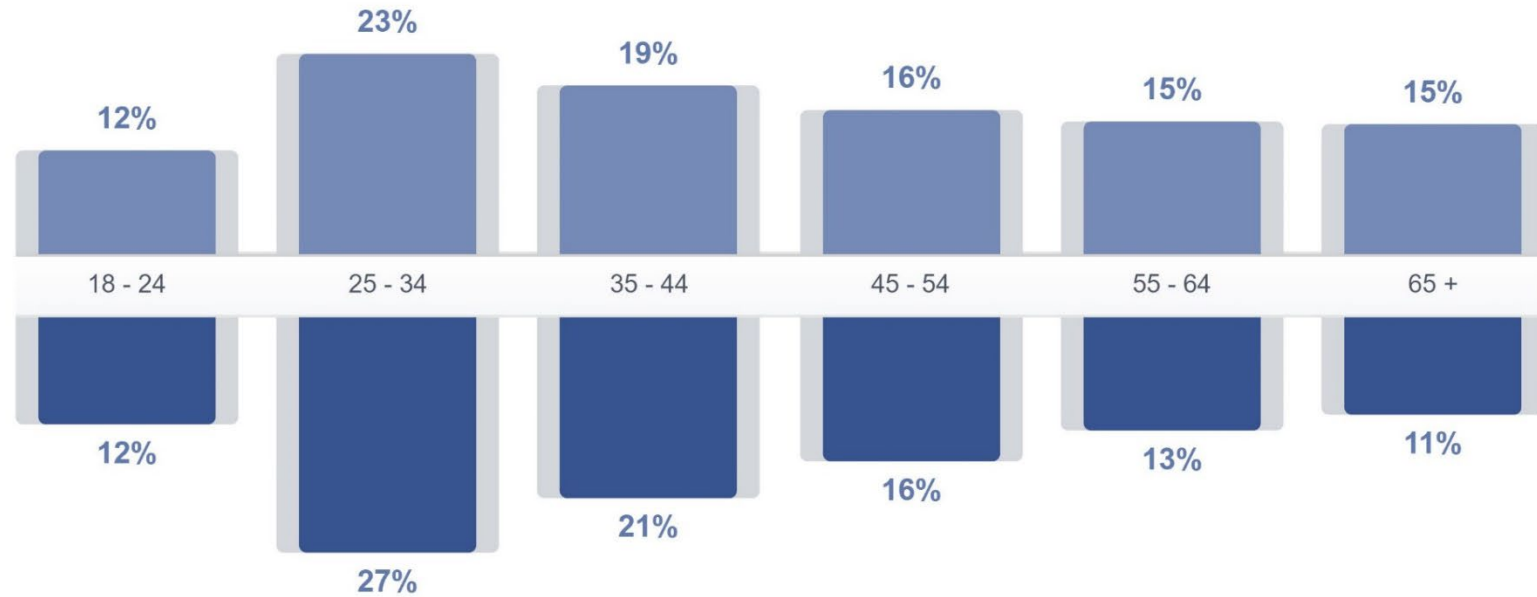
As featured in

# TRAVEL+ LEISURE

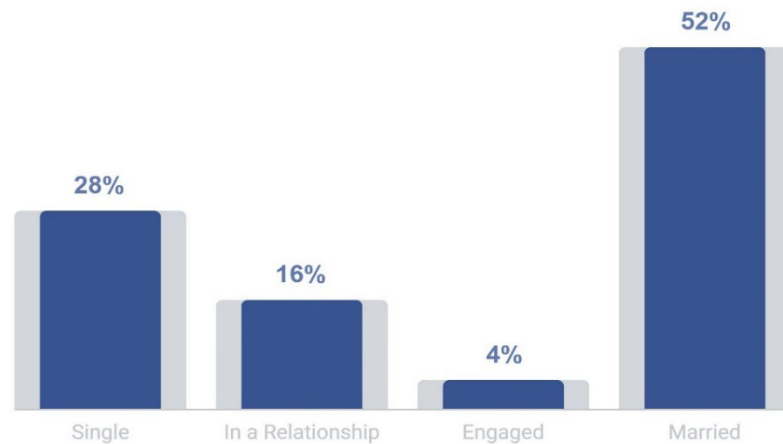


■ 55% Women  
55% All Facebook

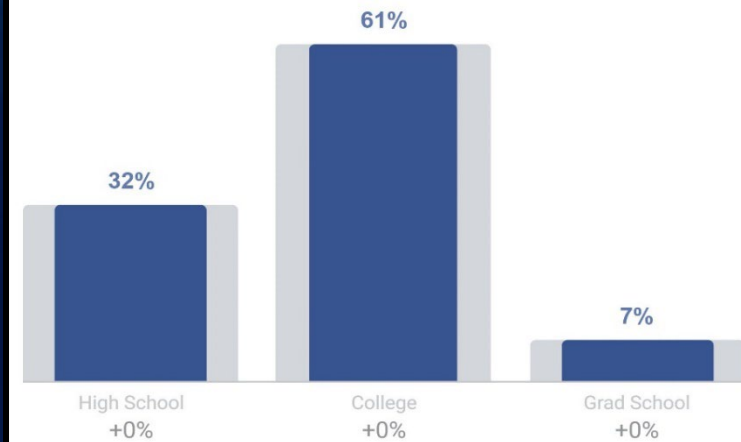
■ 45% Men  
45% All Facebook



### Relationship Status



### Education Level









**Betty Ching-Hua Song**  recommends **Christmas in the Park.** 

December 20, 2021 · 

I saw all the displays like Google, Valley Health Plan, SCU and Harker School! I saw the Christmas trees and two teddy bear statues! It had Nativity and scenes of school! It was wonderful! I want to come back next year! 😊



**Patti Frincke Hancock**  recommends **Christmas in the Park.** 

December 29, 2021 · 

Christmas in the park brings the community together and lets us see a little bit of the beauty happening all around us in the city. It is fun to watch all the different performers and think about all the groups doing great things out there that decorate the trees.

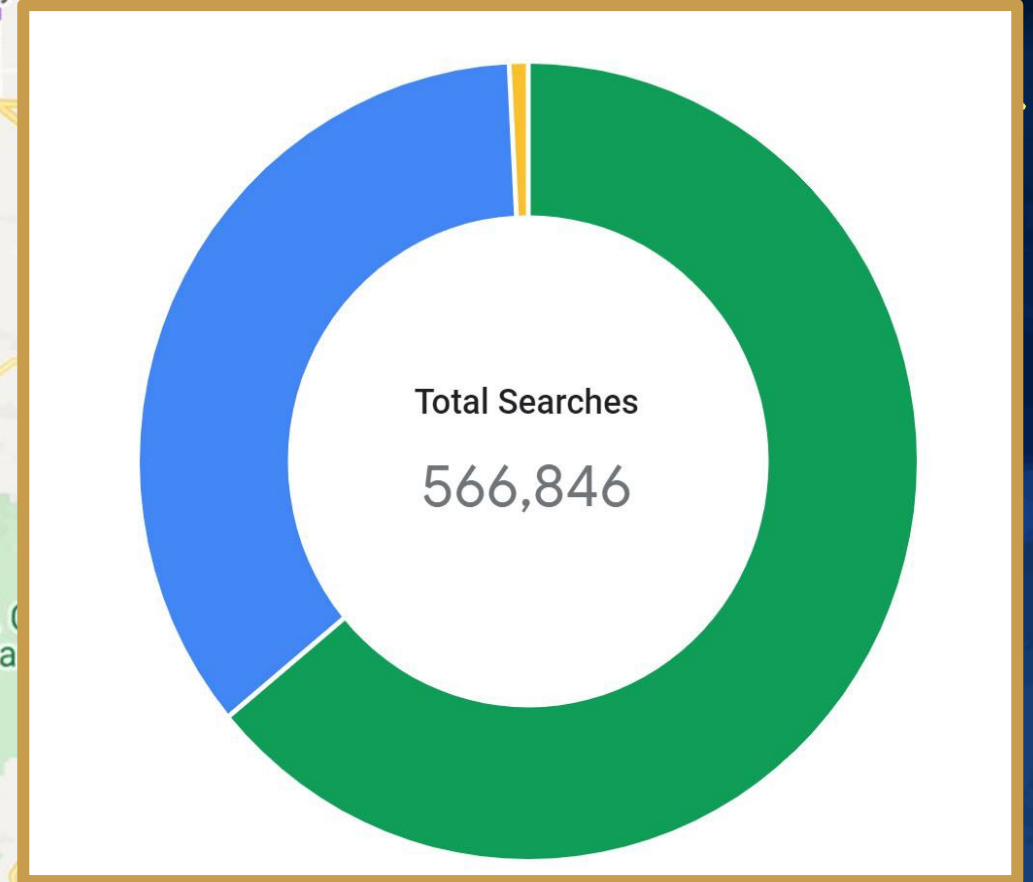
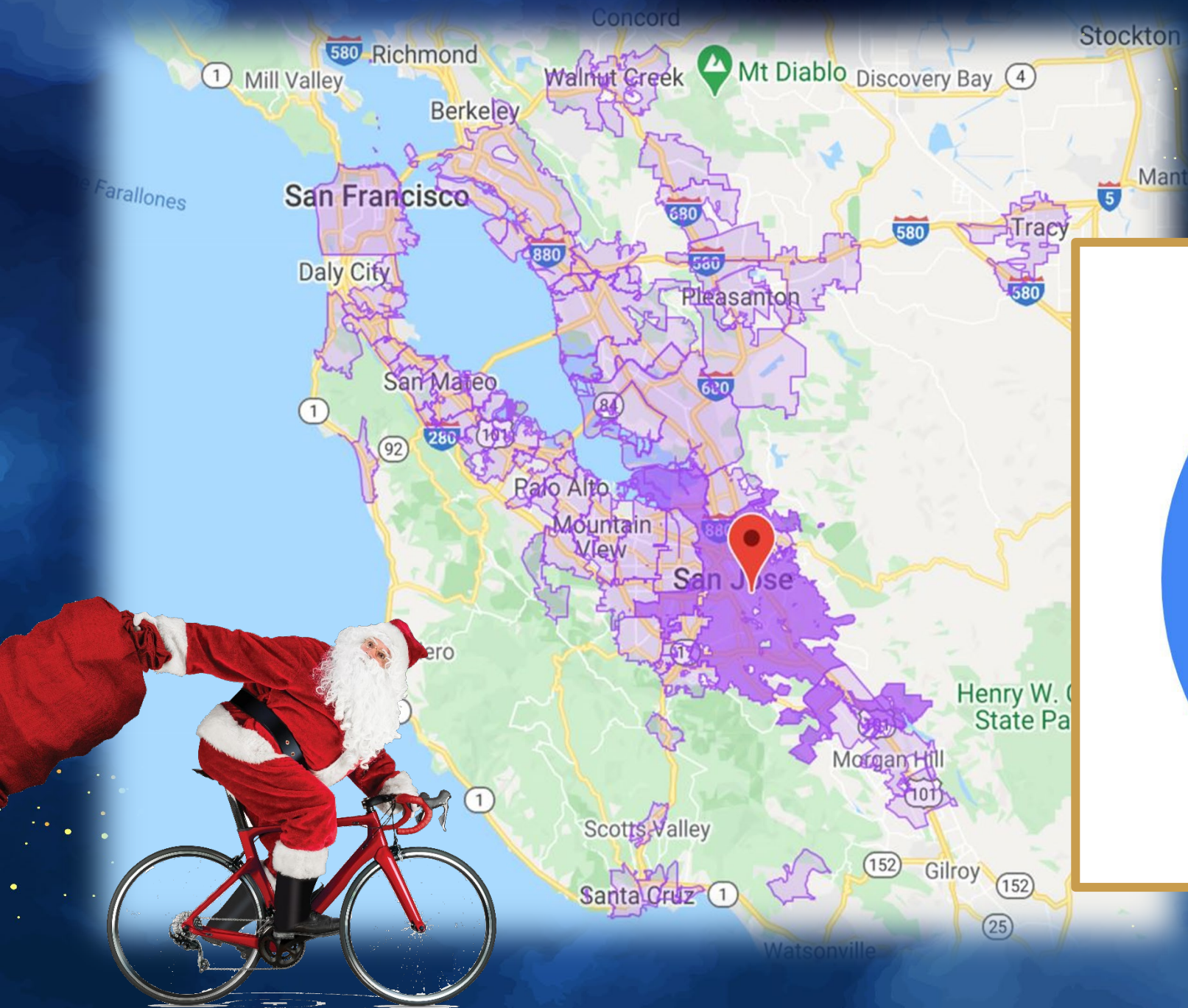


**4.6 out of 5** 

Based on the opinion of 1,200 people

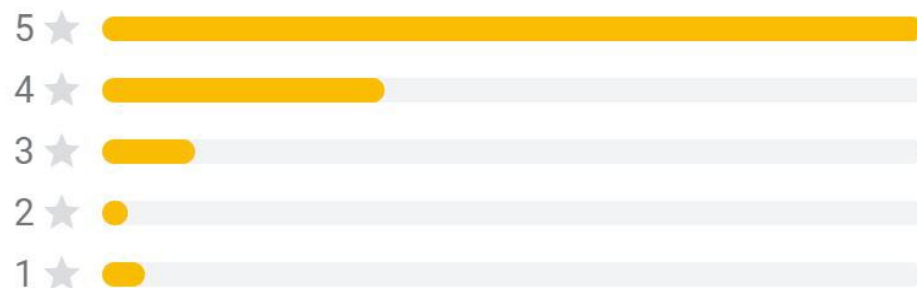


# Google





## LATEST REVIEWS



4.4

1,823 Reviews

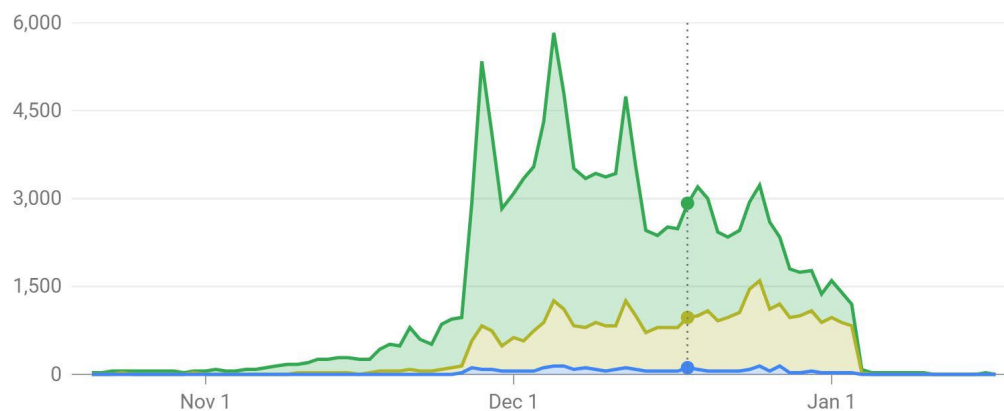


Alan Grace

★★★★★ 6 days ago

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

Total actions 123K



- Visit your website 86.9K
- Request directions 33.5K
- Call you 3.02K

Google







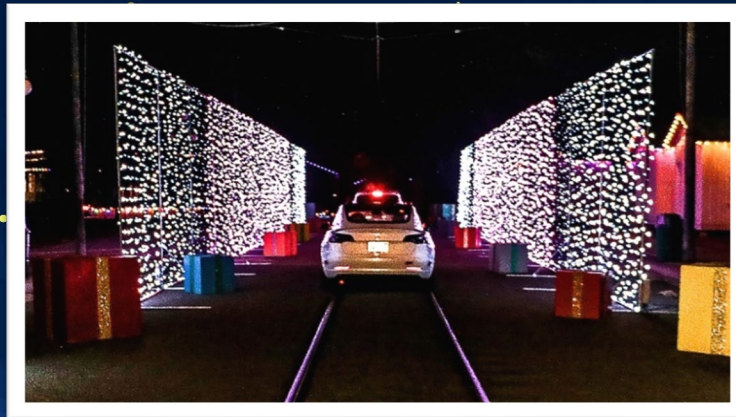
# Christmas In The Park



729 Reviews



# Bringing you the best of both in 2022! ✨





# 2022 Christmas in the Park Plan



The tradition of Christmas in the Park returns to downtown San Jose for it's 43rd year. All of the holiday traditions you have grown to love including over 500 decorated Christmas trees, more than 35 animated displays, delicious treats, Blinky's Tavern (our beer & wine garden), nightly entertainment, and free visits with Santa are all back for 2022. Along with Christmas in the Park, Blinky's Illuminated Holiday, our drive-thru experience, will continue to delight and thrill the community.

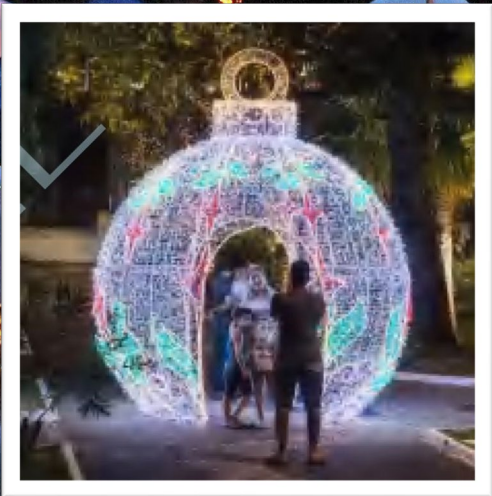


# 2022 Drive-Thru Lake Cunningham Park, San Jose





# 2022 Christmas in the Park Downtown San Jose





# 2022 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*







# 2021 Event Sponsors







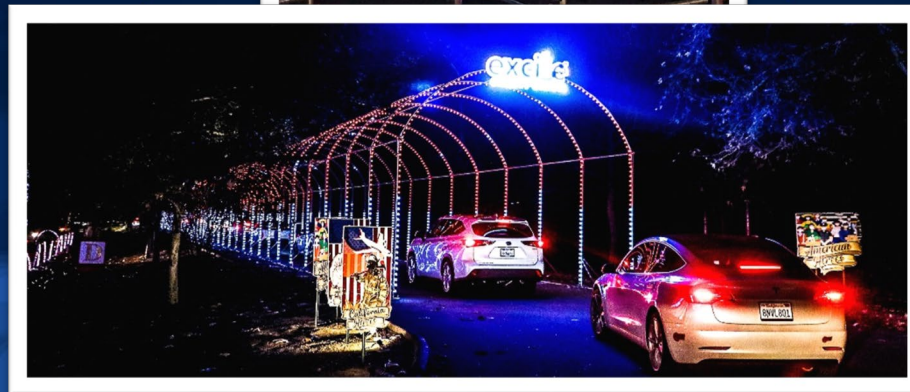
# 2021 Event Sponsors







# Opportunities







# Sponsorships

Each sponsor package is custom designed on an individual basis for businesses based on their goals and objectives. All levels include basic website and event branding.

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

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

Friends are a core group of businesses and individuals who are dedicated to ensuring Christmas in the Park remains accessible to EVERYONE in San Jose. Your sponsorship allows Christmas in the Park to provide beloved programs to the greater community.

Tier Highlights: 10 tickets to Drive-thru event included with your sponsorship

**Display Tier 2 Sponsor:** \$5,000 - \$7,500 (Includes Tier 1)

Display sponsors have the opportunity to “own” one of the Christmas in the Park iconic displays. A Display sponsorship shows San Jose how much you value San Jose community traditions. Our team can also help customize or modernize displays to reflect sponsor branding or unique characteristics.

Tier Highlights: Company brand and QR code proudly displayed at the park • 10 additional tickets to Drive-thru event.





# Sponsorship Packages

## Light Show Tier 3 Sponsor: \$10,000 (Includes Tier 1 and 2)

Light show sponsors are some of the most visible sponsors at our events because their brand is literally lit with dozens of pixel lights and become part of our events. Tier highlights:

- Company logo created in lights
- 20 additional tickets to Drive-thru event

## Featured Tier 4 Sponsor: \$20,000 (Includes Tiers 1, 2 and 3)

Featured sponsors make a large impact on Christmas in the Park and Blinky's Illuminated Holiday. At the Featured level you'll have the opportunity to brand an interactive display or brand an iconic Christmas in the Park program or Blinky's Illuminated Holiday feature. Tier Highlights:

- 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
- Includes 40 additional tickets to drive-thru event





# Sponsorship Packages

**Presenting Level: \$50,000\***

Top tier sponsorship of the Christmas in the Park or Blinky's Illuminated Holiday event. Our Presenting level sponsors get the most exposure possible where your brand actually becomes one with the Christmas in the Park or Blinky's Illuminated Holiday brand. Presenting level sponsors are included in all paid advertising and are featured on all of our social media channels.

**Presenting Level Highlights:**

- Co-branding on all signage at event where event title is mentioned
- Sponsorship of one main feature or area at each event
- Included in all paid advertising on radio, TV and in social media (12m reach in 2021)
- 100 tickets to drive-thru event
- Private event night inside Blinky's Tavern

*\*If sponsoring both events at the presenting sponsor level with a two-year commitment, the total per year is \$75,000.*





# Sponsorship Packages

Playhouse Build with Christmas In The Park and Habitat For Humanity: \$5,000 (50/50 split between non-profits)

Partnering with Habitat for Humanity, the Playhouse build is a great opportunity for employee engagement and a fun way to show our community that your company is involved with a cherished holiday tradition. Team building activity for 8-12 people (more can be involved - ask for details)..







# Special Events

**Christmas in July:** Presenting Sponsor \$10,000 (Event & Table Sponsorships Available)

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.

**Breakfast with Santa:** Presenting Sponsor \$10,000

Held at a prestigious hotel in San Jose, this annual breakfast with the big guy himself is great family fun with entertainment, arts & crafts and more.







# Special Events

**Blinky's Tavern Buy Out:** (available for groups from 50 to 200)

Looking for a fun and festive way to treat your company to a holiday party in a unique and festive setting? Look no further than the inflatable beer and wine garden at Christmas in the Park.

**Gingerbread House Build:**

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





# Christmas in the Park Contact Info



**Rusty Weekes**

Executive Director

[Rusty@christmasinthepark.com](mailto:Rusty@christmasinthepark.com)

**408-297-9627**

*Christmas in the Park is a non-profit organization.*

*Tax ID # 77-0046955*