



2022 Sponsorship Packages & Special Events

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 the Drive-thru event.

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.

- 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
- Tier Highlights: Includes 40 additional tickets to drive-thru event

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.*

Special Events

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)

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

Blinkys Tavern Buyout

- 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