



# Santa Clara Parade of Champions

...at the Center of Silicon Valley

Dear Community Partner,

The Santa Clara Parade of Champions (SCPOC) in Historic Downtown Santa Clara planning has begun! This beloved parade has a history of bringing community together since 1945, when we welcomed home our Veterans from WWII.

For over 50 years the parade showcased its Champions across all categories: sports, schools, civic and business leaders, cultural groups, the arts to entertainment and Tech. At its peak it became the 2<sup>nd</sup> largest parade in the State of California.

Along with support of our sponsors, we successfully relaunched the parade after a 24-year hiatus — *and the community response was **BIG***. The return celebrated our organization's values of community building, civic pride, volunteerism and giving back.

With your help our community will experience yet another fantastic community this year, bringing a level of sustainability and commitment to ensure the parade runs for another 50 years by strengthening bonds and making lifelong memories for generations to come. *Who doesn't love a Parade?*

It's because of generous sponsors and community spirit that our parade thrives. There are several ways to connect, support and participate—choose one or all these options:

1. Great Parade Sponsorship packages with great perks!
2. Valid Non-Profits can participate no cost!
3. Homestead Community Village Booths with community engagement opportunities in our booth expo area!
4. Parade day volunteers with opportunities for School Community Service credit and Employee Corporate community hours.

Thank you for choosing to be a part of our historic community building event!

Ana-Vargas Smith, President and Founder  
Santa Clara Parade of Champions

[Avsmith2014@gmail.com](mailto:Avsmith2014@gmail.com)

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## SPONSOR INFORMATION:

NAME: \_\_\_\_\_

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/ST/ZIP: \_\_\_\_\_

EMAIL: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

PHONE: \_\_\_\_\_

## SPONSORSHIP LEVEL

- |                                   |                          |
|-----------------------------------|--------------------------|
| <input type="checkbox"/> \$20,000 | EVENT PRESENTING SPONSOR |
| <input type="checkbox"/> \$15,000 | CLOSING EVENT SPONSOR    |
| <input type="checkbox"/> \$10,000 | GOLD MEDAL SPONSOR       |
| <input type="checkbox"/> \$7500   | SILVER MEDAL SPONSOR     |
| <input type="checkbox"/> \$5,000  | BRONZE MEDAL SPONSOR     |
| <input type="checkbox"/> \$2,500  | HISTORIC HONORS          |
| <input type="checkbox"/> \$1,000  | DOWNTOWN PATRON          |
| <input type="checkbox"/> \$500    | SANTA CLARA CHAMPION     |
| <input type="checkbox"/> \$250    | HONORABLE MENTION        |

## PAYMENT DETAILS

### ☐ CHECK ENCLOSED PAYABLE:

Santa Clara Parade of Champions  
2135 Benton St.  
Santa Clara, CA 95050

### ☐ INVOICE ME:

- ☐ Paper Invoice (Mail)  
☐ E-Invoice (PDF)

### TO PAY ONLINE VISIT:

[sccparadeofchampions.org/sponsors](http://sccparadeofchampions.org/sponsors)

### **\$20,000 THE "CHAMPION" SPONSOR PRESENTER**

- Prime Placement In Parade Line Up
- Professionally Built Custom Designed Full-sized Parade Float With Logo
- Prime Name and Logo Placement On All Advertisements / Website / VIP Stage Area Sponsorship Banner
- (1) 2.5' X 8' Sponsorship/Recognition Banner
- Sponsorship Logo On TV Commercials (Limited To The First 6 Sponsors)
- 9 VIP Pre-parade Reception Tickets With Grandstand VIP Bleacher Seating

### **\$15,000 CLOSING "GRAND FINALE" SPONSOR**

- Choice Of Custom Designed Parade Float Or Large 20' Cold Air Parade Balloon
- (1) 2.5' X 8' Recognition Banner With Logo Preceding Your Sponsored Balloon
- Premium location of Name And Logo On All Parade Advertisements / Website / VIP Area Sponsorship Banner
- Sponsorship Logo TV Commercials (Limited To The First 6 Sponsors)
- 7 VIP Pre-parade Reception Tickets With Grandstand VIP Bleacher Seating

### **\$10,000 GOLD SPONSOR**

- Sponsor Large 15'-20' Cold Air Parade Balloon
- (1) 2.5' X 8' Recognition Banner With Logo Preceding Your Sponsored Balloon
- Premium Location of Company Name And Logo On All Parade Advertisements / Website / VIP Area Sponsorship Banner
- Sponsorship Logo TV Commercials (Limited To The First 6 Sponsors)
- 6 VIP Pre-parade Reception Tickets With Grandstand VIP Bleacher Seating

### **\$7500 SILVER SPONSOR**

- Sponsor Large 15'-20' Cold Air Parade Balloon—Feature Your Employees As Handlers
- (1) 2.5' X 8' Recognition Banner With Logo Preceding Your Sponsored Balloon
- Company Name And Logo On All Parade Advertisements / Website / VIP Area Sponsorship Banner
- Sponsorship Logo TV Commercials (Limited To The First 6 Sponsors)
- 5 VIP Pre-parade Reception Tickets With Grandstand VIP Bleacher Seating

### **\$5,000 BRONZE SPONSOR**

- Sponsor Large 15'-20' Cold Air Parade Balloon
- (1) 2.5' X 8' Recognition Banner With Logo Preceding Your Sponsored Balloon
- Company Name And Logo On All Parade Advertisements / Website / VIP Area Sponsorship Banner
- 4 VIP Pre-parade Reception Tickets With Grandstand VIP Bleacher Seating

### **\$2,500 HISTORIC HONORS**

- Company Name And Logo On All Parade Advertisements / Website / VIP Area Sponsorship Banner
- (1) 2.5' X 8' Recognition Banner Preceding A Specialty Or Musical Unit
- 3 Pre-parade Reception Tickets With Grandstand VIP Bleacher Seating

### **\$1,000 DOWNTOWN PATRON**

- Company Name On VIP Area Sponsorship Banner / Website
- (1) 2.5' X 8' Recognition Banner Preceding A Specialty Or Musical Unit
- 2 Pre-parade Reception Tickets With Grandstand VIP Bleacher Seating

### **\$500 SANTA CLARA CHAMPION**

- Company Name And Logo On Website
- 2 Pre-parade Reception Tickets With Grandstand VIP Bleacher Seating

### **\$250 HONORABLE MENTION**

- Company Name And Logo On Website
- 1 Pre-parade Reception Tickets With Grandstand VIP Bleacher Seating