



*Greetings
From*

**SAN
JOSE**



1980 - 2019

40 Years

California

W I S H Y O U W E R E H E R E !

“Love it! Been going all my life! It just keeps getting better”

- B. Gamez

“It's part of my season tradition”

- D. Campo

“Amazing place. Tradition for my kiddos and I”

- L. Carreon

“Lovely evening walk and we love the handmade craft of the whole event”

- M. Rosson

“What a great San Jose event”



- R. Robledo

“It's not the holidays in the Bay Area without Christmas in the Park”

- B. Thorvund

“The experience...it's just a Christmas thing you need to do”

- E. Yeager

“Awesome place to celebrate Christmas with family!”

- C. Gordillo

“All families can enjoy this event no matter what faith they profess”

- M. Gomez

“It is now a tradition for the past 3 years, that my wife and I visit Christmas in the Park during the holidays. And as usual it was perfect”

- J. Coma





2019 Nonprofit of the Year

Best Holiday Celebration

2015, 2016, 2017, 2018



Best Annual Event

Silicon Valley Concierge Association

2014, 2016

One of the Top Ten Christmas Displays in the World

Essential Travel Magazine

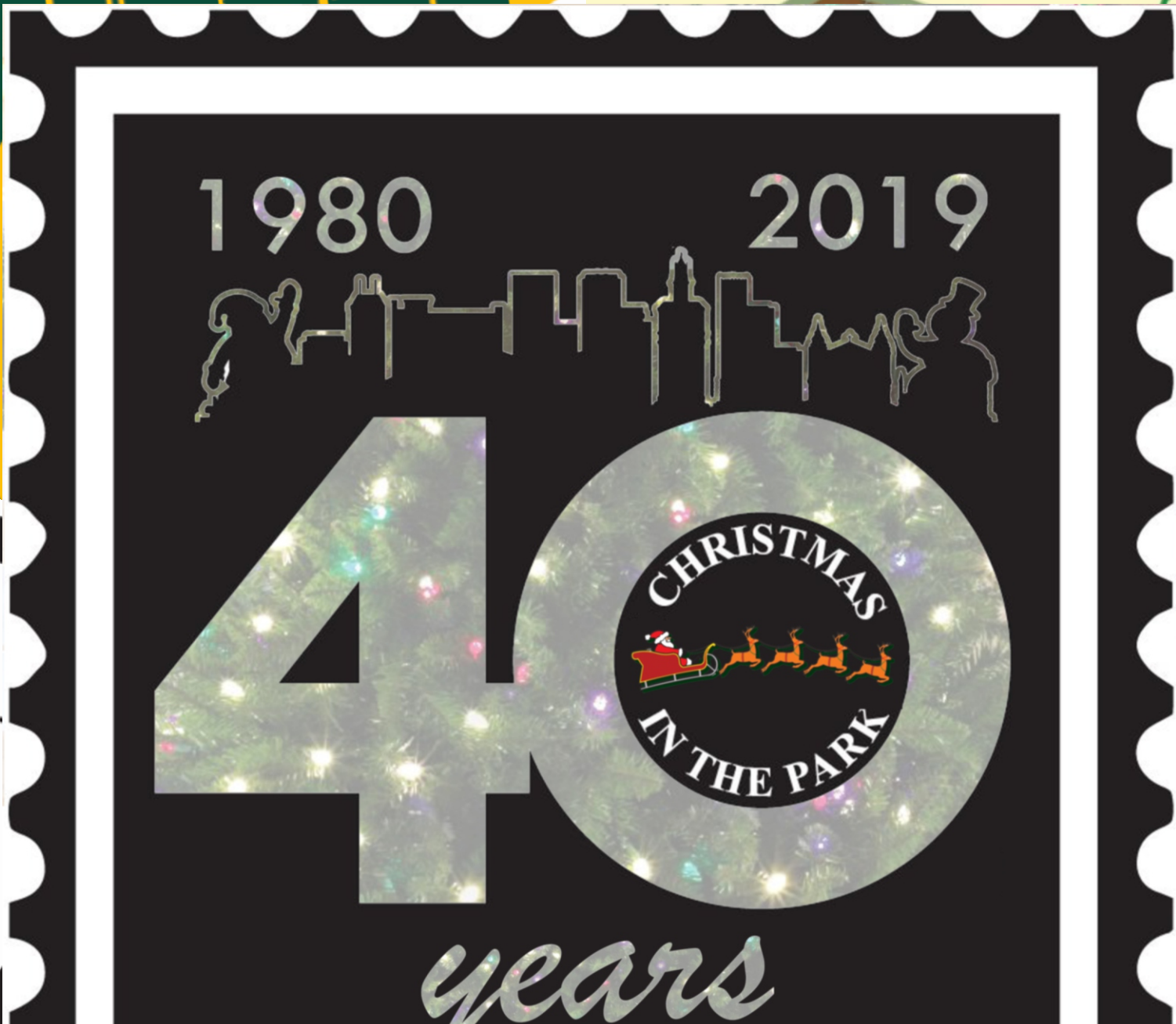
2013

COMMUNITY

At Christmas in the Park, we hold our event each year so that the community has a place to celebrate the holidays with their friends and family. So that teenagers can hang out in a safe and fun environment. So that a marriage proposal creates a lasting memory. We do it for first dates and school field trips...for an elderly gathering or a special needs outing...so a small business can participate or so a girl scout troop can show off a hand-made craft. We do it for Joey and Elizabeth. For Julio and Brian...for Bai, Jesus, and Stephen...for Maria, Julie, Edward and for all 700,000 people that attend our event each year.

We do what we do to create community for our community.





In 2019, Christmas in the Park celebrates 40 years as the premiere holiday event in Downtown San Jose. As we celebrate this special occasion, we have a lot of new and exciting activities planned.

The Christmas in the Park Parade

San Jose used to have a very special holiday parade that was attended by thousands each year. The parade actually started out as the Christmas in the Park Parade and circled Plaza de Cesar Chavez. As we celebrate our 40th year we plan to bring back the Christmas in the Park Parade as part of our tree lighting ceremony on November 29th and once again have it circle the park.



Kickoff Luncheon



There have been so many people that have played an important role in the formation and execution of Christmas in the Park over the past 40 years and it is time to recognize them, celebrate the past 40 years and kickoff the holiday season in San Jose.

The luncheon will feature holiday decor, special guests, a silent auction and more! 250 people are expected to attend this special event held at the Rotunda inside City Hall.



Gingerbread House Challenge



Hosted by the Fairmont Hotel, this unique event will raise money for both Christmas in the Park and pediatric cancer research through the American Cancer Society.

With 10 pastry chefs challenging one another to see who can create the winning structure, the event is sure to be a huge hit among attendees - who also have the chance to bid on and take home their favorite delectable entry.



NYE Celebration



New Year's Eve at Christmas in the Park in recent years has been a gathering place to ring in the new year with friends and family of all ages and to celebrate the start of 2020 we have a very special night planned that includes live music, a world class magician, a special east coast countdown at 9:00pm. Then at midnight an amazing digital snowflake drop down the side of the Fairmont hotel followed by a spectacular fireworks show to light up the night sky.

The Houserockers



Robert Strong the Comedy Magician





SANTA'S WORKSHOP

Our brand new display for 2019 will feature a two-tier double display that includes a working pulley system to create an amazing Santa's Workshop exhibit that guests will be able to walk under. The display has been in the works for over a year and is being created in-house by exhibit designer Tom Trafton with assistance from Christmas in the Park Board member John Herschbach.

New Features and Attractions

From a Christmas tree maze to projection holiday themed games for kids, we have some very fun elements that we plan to implement in 2019 as part of our 40th year.



The tradition continues.



As you have seen, there is plenty to be excited about in 2019 as Christmas in the Park celebrates year 40. With new events and new attractions in the planning stages, one thing you can be sure of is that the tradition of Christmas in the Park will continue for years to come.

Our mission is pretty clear - create a comprehensive, community-focused holiday event where friends and family can celebrate together.

For Adam and Emily... for Dylan and Min... for Cindy and for YOU!

COMMUNITY



Connect, Engage, Inspire

Sponsorship Activation 2019



There are so many ways to be a part of Christmas in the Park's 40th year. It's the perfect opportunity to secure marketing exposure, distribute product, engage employees or just 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, a registered non-profit 501 c3 #77-0046955.

The following pages will cover the six areas of sponsorship:

Marketing Programs

Product Distribution

Brand Exposure

Community Engagement

Employee Engagement

Special Events



Marketing Programs



The creative team at Christmas in the Park is ready to put your sponsorship of our event front and center to our guests. Working with your team we can develop a social media strategy, direct advertising at our event, email messaging and more.

“Southwest Airlines is proud to be the official airline sponsor of Christmas in the Park. The event is a celebration that allows all Bay Area residents and visitors the chance to participate and allows the carrier to connect locals to what matters most in their lives. The Christmas in the Park staff is dedicated to the success of their partners and goes above and beyond to make the most of our involvement. Every staff member was a pleasure to interact with and we are thrilled to support this important community event.”

- Kelsey Boardsen, Experiential Marketing & Sponsorship for Southwest Airlines

By the numbers...

- 700,000 event attendees
- 23,000 followers and page likes on Facebook (81% female audience)
- 10,000 direct email customers
- 277,000 website visits in Nov/Dec 2018 (710,793 page views)



Product Distribution



Place your product or messaging right in the hands of our guests by becoming a booth sponsor at Christmas in the Park. For one day or the entire run of our event, booths are placed right in the heart of our main plaza for optimal interaction.



Brand Exposure



With more than 700,000 people expected to attend Christmas in the Park this year, your brand could be front and center as guests stroll around the park and explore all our attractions. As a sponsor of one of our iconic displays or integrated into one of our main features, your brand name is sure to reach a high percentage of attendees.

“Bellarmine College Prep is proud to be a sponsor of the nativity scene display at Christmas in the Park, a wonderful holiday tradition that provides such joy for thousands in our community.”

- Bryan Adams, Vice President, Office of Advancement
Bellarmine College Prep



Philanthropy



Although Christmas in the Park is a non-profit all on its own, you can also support many other worthy organizations through your partnership with our event. Habitat for Humanity, The American Cancer Society, Make-A-Wish Foundation and Toys for Tots are just a few organizations that are involved with Christmas in the Park.

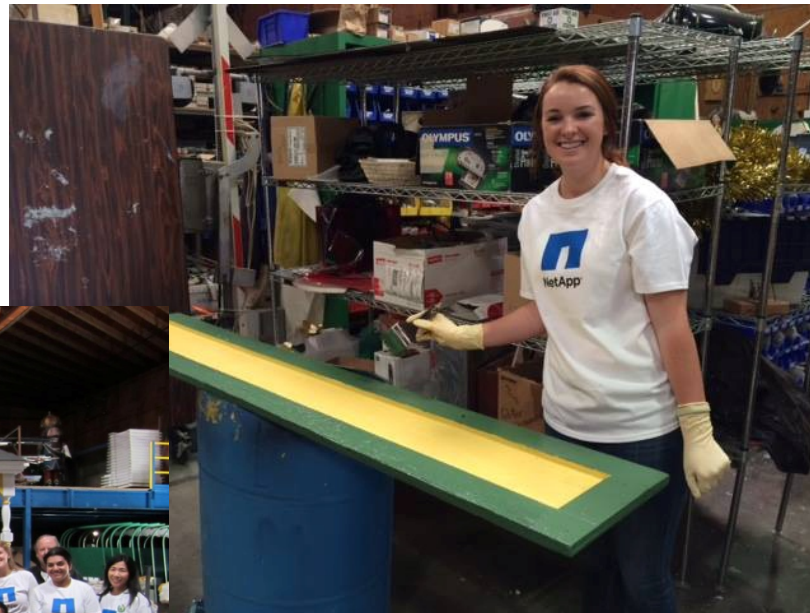
Build a playhouse, attend our gingerbread bake-off or create a Santa letter writing campaign to spread your company's philanthropic efforts.



Employee Engagement



We have several ways for you to involve your employees with Christmas in the Park. From a table at one of our events to working at our Display Shop and prepping our displays, there is something that everyone can enjoy. Build a playhouse, create hand crafted ornaments and decorate a tree, or volunteer for a special event.



Special Events



Christmas in the Park holds many special event before and during our main festival. General and table sponsorships are available for these additional fund raising and celebratory events.

Christmas in July - July 13th

Join us for our annual summer soiree at History Park where we eat, drink and dance the night away to live music. Other activities include a live and silent auction plus a zip-line and wine toss.

40th Kickoff Luncheon - Date TBD

New for 2019 is a celebration of our 40th year as the premier holiday event in Silicon Valley. Held at the Rotunda at San Jose City Hall, the event honors those that have made our event so special over the years and is the official kickoff to the holiday season in San Jose.

Pastry Chef Challenge - December 3

The Fairmont hosts this new event in 2019 as pastry chefs from around the area compete in a gingerbread house build-off. Proceeds benefit Christmas in the Park and pediatric cancer research through the American Cancer Society.

Breakfast with Santa - December 8

Our annual breakfast with the big guy himself! Join Santa and many other special guests for a morning of food and fun at the Fairmont hotel. Arts and crafts, live entertainment and more make this event so special each year.

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