



Celebration of Lights

Saturday
DECEMBER 6, 2025

The **Celebration of Lights Holiday Parade** is a family-friendly, festive event that brings the entire community together in downtown Modesto. Over 25,000 spectators attend annually.

By sponsoring this year's event, your business will benefit in the following ways: high visibility, media coverage, strong consumer audience, employee awareness, team-building & motivation, build consumer brand loyalty, and gain community relations.

Exclusive Presenter
SPONSOR
\$5,000



- Three parade entries in key positions.
- Prominently placed sponsor logo on promotional materials as well as the City of Modesto's parade website & event banner.
- VIP Section seating (60 seats) for family & friends.
- Social media "Thank You."
- 15 "Breakfast With Santa" tickets.

Gold Ribbon
SPONSOR
\$2,500

**COMMITMENT BY
NOVEMBER 1, 2025**

- Two parade entries in key positions.
- Prominently placed sponsor logo on promotional materials as well as the City of Modesto's parade website & event banner.
- Parade announcement recognition.
- Social media "Thank You."
- 10 "Breakfast With Santa" tickets.

Silver Ribbon
SPONSOR
\$1,000

**COMMITMENT BY
NOVEMBER 1, 2025**

- One parade entry.
- Sponsor logo on promotional materials as well as the City of Modesto's parade website & event banner.
- 6 "Breakfast With Santa" tickets.

Red Ribbon
SPONSOR
\$500

- Sponsor logo on the City of Modesto's parade website & event banner.
- 4 "Breakfast With Santa" tickets.

YES! I would like to be a _____ sponsor.
(Gold, Silver, or Red)

For Gold & Silver Sponsors: Do you want to enter a float in the parade?

YES

NO

Company Name: _____

Contact Person: _____ **Phone Number:** _____

E-Mail: _____ **Check Amount:** _____

Signature: _____ **Date:** _____

**Please mail this form and check to "Celebration of Lights," Attn: Sandy Wolfe,
PRND, PO Box 642, Modesto, CA 95353**

Make all checks payable to the City of Modesto, Attention: Sandy Wolfe
Please email logo/business logo to swolfe@modestogov.com

