

32nd Annual

Downtown Parade of Lights & Festival

Saturday, December 5, 2026

El Presidio & Jacome Plaza, 101 N. Stone Avenue, Tucson, AZ 85701

Sponsorship Opportunities

www.DowntownParadeOfLights.com

Invitation

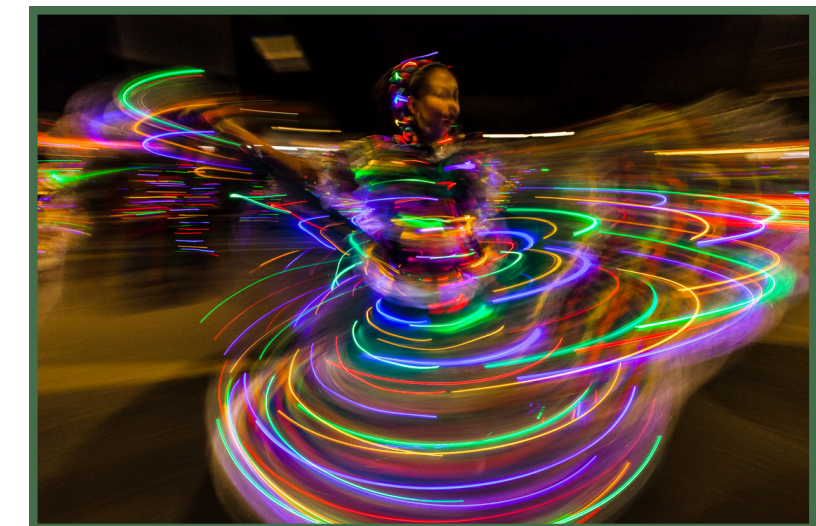
The Downtown Parade of Lights is a beloved Tucson tradition founded by community members in 1994. It is a celebration of holiday spirit and inclusive of all winter holidays, truly representing all members of our diverse Community.

This highly anticipated annual event features children's activities, live music, food trucks, vendors, Spanish and English-language emcees, an interview with a famous character from Ballet Tucson's The Nutcracker, and much more!

The illuminating liveliness of the parade attracts over 20,000 attendees and more than 70 parade entries each year, showcasing the best of our community. Your investment in the Parade and Festival will bring you high visibility and engagement, in addition to the intangible benefits you receive for supporting such a treasured holiday event. Potential sponsorship benefits include logo placement in advertising, naming rights, and category exclusivity, signage, exhibit space, audio announcements, website presence, and VIP hospitality.

I hope you will consider supporting the Downtown Parade of Lights.

Thank you for your consideration,
Brandi Haga-Blackman
Director, Downtown Parade of Lights



Sponsorship Opportunities

	Gold Star	Sleigh	Reindeer	Elf	Gingerbread	Candy Cane	Christmas Lights
	\$50,000	\$35,000	\$25,000	\$10,000	\$5,000	\$2,500	\$500
Logo on website	X	X	X	X	X	X	X
Logo on social media	X	X	X	X	X	X	X
Logo in TV ads	X	X	X	X	X	X	X
Free parade entry	X	X	X	X	X	X	X
On-site acknowledgement	X	X	X	X	X	X	X
Festival booth space	X	X	X	X	X	X	
GOBO logo display	X	X	X	X	X		
Radio Ads	X	X	X	X			
Logo on Grand Marshal float	X	X	X	X			
Ride in convertible	X	X	X				
Logo on poster	X	X	X				
Guest emcee	X	X					
Live remote logo	X	X					
Logo on swag	X						
Logo on Google parade map	X				X		X
Logo on parade staging map	X						X
Entertainment Sponsor						X	
Spanish language emcee booth sponsor					X		
English language emcee booth sponsor					X		

Contact



Brandi Haga-Blackman
Director
Downtown Parade of Lights

(520) 661-6872

info@downtownparadeoflights.com



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