

A TULSA TRADITION SINCE 1926

PRESENTED BY



BENEFITING



SATURDAY, DECEMBER 14TH

DOWNTOWN TULSA



TulsaChristmasParade.org

BRING
THE TEAM
TOGETHER



*Support a
great cause*

**SPONSOR
A BAND**



**SHOW OFF
YOUR
BRAND**

TULSA CHRISTMAS PARADE

2024

The 98th Tulsa Christmas Parade is just the event to showcase your business in front of thousands of spectators all along the parade route and tens of thousands of viewers on Oklahoma’s Channel 8. You’ll see families region-wide line the spectacular one-mile parade route in historic downtown Tulsa as they cheer the sights and sounds of the season.

With over 100 Christmas themed entries, including brightly decorated floats, giant balloons, marching bands, equestrian units, nonprofit groups, horse-drawn carriages and a cast of magical Christmas characters, Tulsa’s favorite parade is an event you don’t want to miss. The parade will be broadcast live, commercial free on Oklahoma’s Channel 8 KTUL, with tens of thousands of viewers watching it every year.

JOIN TULSA’S MOST TRUSTED BRANDS





STAY GOLD, MERRY & BRIGHT ***An Outsiders House Museum Christmas***

As we celebrate the 98th year of the Tulsa Christmas Parade, this year's theme, 'Stay Gold, Merry & Bright,' captures the timeless allure of Tulsa's cherished Outsiders House Museum.

Our commitment to local non-profits is at the heart of every parade, with your participation directly supporting preservation and education efforts. This year, we are especially proud to highlight The Outsiders House Museum, ensuring the enduring legacy of this literary and cinematic masterpiece.



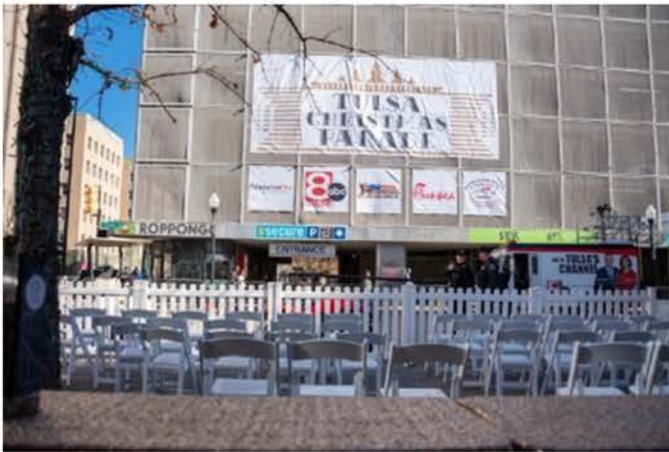
Sponsorship Highlights

The Tulsa Christmas Parade is advertised through extensive radio, TV, outdoor, and print media locally and regionally. You'll have the opportunity to advertise your brand to tens of thousands of customers and help create an experience around your brand name that captures the magic of the season.

Your sponsorship includes:

- High visibility around and within the parade route
- Your logo in product promotion, website, and social media
- Retail/trade promotion
- Corporate viewing in VIP bleachers (for certain levels)

Ask about having your company float custom designed by our creative team!





Digital Sponsorship

\$2,500



Your sponsorship includes:

- Participation in the parade with your own entry
- Television exposure for your float or balloon in the commercial-free broadcast on Oklahoma's Channel 8 KTUL
- Recognition of sponsorship on Tulsa Christmas Parade website
- VIP seating for 5
- Recognition of sponsorship on parade social media.



Silver Sponsorship

\$5,000

Your sponsorship includes:

- Participation in the parade with your own entry
- Television exposure for your float or balloon in the commercial-free broadcast on Oklahoma's Channel 8 KTUL
- Recognition of sponsorship on Tulsa Christmas Parade website
- Name included in media alerts and press releases
- Bleacher seating for up to 30
- 10 passes for the VIP tent
- Recognition of sponsorship on Tulsa Christmas Parade website
- Recognition of sponsorship on parade social media

With the daytime parade, "you can really appreciate the size of the crowd... it's amazing."

Mayor G.T. Bynum



"Get a lot of eyes on your brand while bringing your team together."

Kevin Burr - Barracuda Staffing



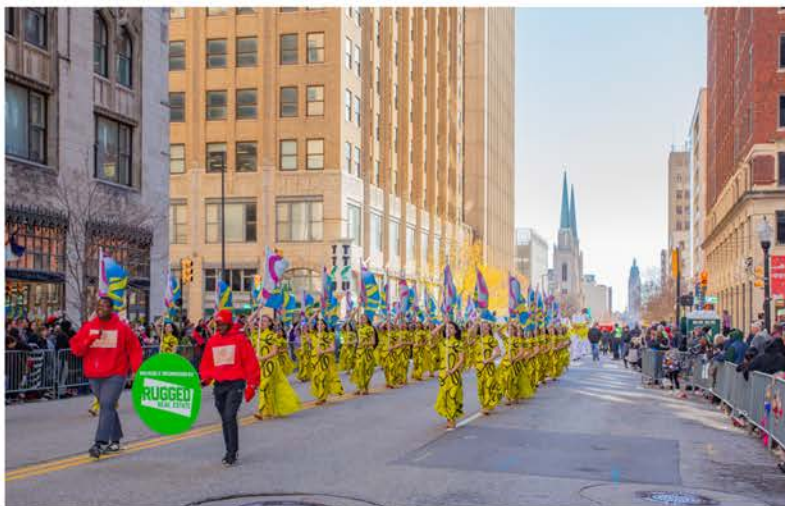
Segment Sponsorship

\$7,500

As the television segment sponsor, your organization's name will be broadcasted as entries pass over the TV viewing area. This package gets your company the most bang for your buck on TV with an audience of tens of thousands of viewers watching the commercial-free live broadcast of the Tulsa Christmas Parade on Oklahoma's Channel 8, KTUL.

Your sponsorship includes:

- Television exposure for your company throughout the commercial-free broadcast on Oklahoma's Channel 8 KTUL
- Recognition of sponsorship on Tulsa Christmas Parade website
- 10 passes for the VIP tent
- Name included in media alerts and press releases
- Recognition of sponsorship on parade social media





Balloon Sponsorship

\$10,000



Your sponsorship includes:

- Participation in the parade with your team as Balloon Handlers of a Balloon supplied by parade
- Television exposure for your float or balloon in the commercial-free broadcast on Oklahoma's Channel 8 KTUL
- Recognition of sponsorship on Tulsa Christmas Parade website
- Name included in press releases
- Bleacher seating for up to 30
- 10 passes for the VIP tent
- Logo on poster, signage, and all flyers
- Recognition of sponsorship on parade social media





Gold Sponsorship

\$15,000

Your sponsorship includes:

- Participation in the parade with your own entry
- Television exposure for your float or balloon in the commercial-free broadcast on Oklahoma's Channel 8 KTUL
- Recognition of sponsorship on Tulsa Christmas Parade website
- Name included in radio spots, media alerts, and press releases
- Bleacher seating for up to 30 (One full bleacher)
- 12 passes for the VIP tent
- Top placement with a larger logo on official poster
- Recognition of sponsorship on parade social media

“It’s a great opportunity to engage the community.”

Arthur Greeno - Chick-fil-A





Platinum Sponsorship

\$20,000

Put your brand at the forefront of one of America's longest-running Christmas Parades.



Your sponsorship includes:

- Participation in the parade with your own entry in a premium lineup location
- Television exposure for your float or balloon in the commercial-free broadcast on Oklahoma's Channel 8 KTUL
- Recognition of sponsorship on Tulsa Christmas Parade website
- Name included in radio spots, media alerts, and press releases
- Bleacher seating for up to 30 (One full bleacher)
- 15 passes for the VIP tent
- Top placement with a larger logo on official poster
- Recognition of sponsorship on parade social media

Costumes

Sets of 6 or individually

Gingerbread Cookies
Nutcrackers
Ornaments
Santa's Elves

Snowflakes
Snowmen
Toy Soldiers



Costumes

Sets of 6 or individually

Angel Wings
Christmas Cupcake
Candy Canes
Christmas Lights

Christmas Trees
Evergreen Trees
Gift Boxes



Category A

Candy Canes
Christmas Lights
Gift Boxes
Penguin

Snowflake
Stars
Ornaments



Ornaments

Cookie Monster
Big Bird
Elmo

Various Colors
Various Religious
Snowman



Category B

Candy Cane
Christmas Tree
Gift Boxes
Penguin
Pumpkin

Sesame Stokking
Snowman Rounder
Wreath

