



TULSA CHRISTMAS PARADE

A Tulsa Tradition
Since 1926

SATURDAY
DECEMBER 13TH
≡ 11:00AM ≡
DOWNTOWN TULSA



Tulsa Christmas Parade has brought joy to generations of Tulsans, captivating thousands of children and adults each year as it winds through the historic streets of downtown Tulsa. Rooted in Tulsa's early days during the oil boom, the parade quickly became an annual tradition, growing alongside the city to become one of the region's most cherished holiday celebrations.

The parade showcases the vibrant spirit of the season, featuring festive floats, marching bands, drill teams, dancers, and impressive balloons, guided by teams of balloon wranglers, soaring through the streets and delighting onlookers. Whether it's the whimsical floats or the exciting performances, there's something for everyone to enjoy!

Each year, families from all over the city and beyond come together to bundle up and watch as downtown Tulsa transforms into a magical winter wonderland, celebrating the spirit of Christmas and the holiday season. The parade culminates with a special visit from Santa Claus himself, all the way from the North Pole.

Set against the backdrop of Tulsa's stunning Art Deco architecture, Tulsa Christmas Parade is a beloved tradition that continues to thrive almost 100 years after it began. Held annually on the second Saturday of December, it remains one of the most anticipated free events of the holiday season, bringing joy, community spirit, and a festive atmosphere to the heart of downtown.



Presented by



contact@tulsachristmasparade.org



www.TulsaChristmasParade.org

Sponsorship Levels

The parade is the perfect opportunity to showcase your business to thousands of spectators along the one-mile route, as well as to tens of thousands of viewers through its live online stream and rebroadcast on Christmas morning by Oklahoma's Channel 8 KTUL, ensuring your brand is seen by even more holiday viewers.

Sponsorship goes beyond exposure—it's a unique opportunity to bring your team together and create meaningful connections. Employees can collaborate to build a memorable float, design custom shirts, and support a great community cause while working together. The parade provides an

inviting environment where employees can walk alongside your float with their families, fostering a sense of pride, camaraderie, and holiday spirit that extends far beyond the event itself.

As a 501(c)(3) nonprofit, the Tulsa Christmas Parade relies on the support of generous sponsors to keep this nearly century-old tradition thriving. By becoming a sponsor, you'll gain valuable exposure for your business, strengthen your team's connection, and help spread the magic of Christmas to the community.



\$2,500

SPOTLIGHT SPONSOR

Perfect for businesses looking to join the parade with entry-level sponsorship. The Spotlight Sponsorship provides excellent exposure for your brand during one of Tulsa's most beloved holiday traditions. With television and online visibility, as well as recognition on our website and social media, this package ensures your business is part of the celebration.

Your sponsorship includes:

- Participation in the parade with your own entry.
- Television exposure during the live stream and Christmas morning rebroadcast.
- Recognition on parade social media platforms.
- Logo placement on the official Tulsa Christmas Parade website.
- Two VIP Tent passes for premium seating and amenities.
- An exclusive Tulsa Christmas Parade swag bag.



\$5,000
Most Popular

CORPORATE SPONSOR

Elevate your brand's presence with the Corporate Sponsorship package. This level not only includes participation in the parade but also enhanced visibility with bleacher seating for up to 30 guests and multiple mentions across media platforms. A great option for businesses looking to celebrate with their team while gaining widespread recognition.

Your sponsorship includes:

- Participation in the parade with your own entry.
- Television exposure during the live stream and Christmas morning rebroadcast.
- Recognition on parade social media platforms.
- Logo placement on the official Tulsa Christmas Parade website.
- Six VIP Tent passes for premium seating and amenities.
- One reserved bleacher seating section (~30 seats).
- An exclusive Tulsa Christmas Parade swag bag.



Sponsorship Levels



\$6,000
Only 1 Spot Available



VIP TENT SPONSOR

The VIP Tent is where all the magic happens! Situated at the starting line of the parade and in front of the TV cameras, the VIP Tent offers prime seating and an exclusive, cozy atmosphere. Guests enjoy heated tents, festive décor, hot cocoa, coffee, and refreshments, with appearances by Santa and other parade favorites. This sponsorship allows you to brand this premium space, ensuring your business stands out to other sponsors, VIPs, and special guests.

Your sponsorship includes:

- Custom branding within the VIP Tent, including signage and promotional materials.
- Participation in the parade with your own entry.
- Television exposure during the live stream and Christmas morning rebroadcast.
- Recognition on parade social media platforms.
- Logo placement on the official Tulsa Christmas Parade website.
- Eight VIP Tent passes for premium seating and amenities.
- One reserved bleacher seating section (~30 seats).
- An exclusive Tulsa Christmas Parade swag bag.



\$7,500
Only 2 Spots Available



OFFICIAL PARTNER SPONSOR

Become an Official Partner of the Tulsa Christmas Parade, a title that connects your business directly to this cherished event. This package includes a targeted postcard mailer sent to households near your business, a fantastic way to build local connections. As a partner, you'll also receive premium branding and recognition throughout the parade, both in person and online, ensuring a meaningful return on your investment.

Your sponsorship includes:

- Participation in the parade with your own entry.
- Television exposure during the live stream and Christmas morning rebroadcast.
- Recognition on parade social media platforms.
- Logo placement on the official Tulsa Christmas Parade website.
- Ten VIP Tent passes for premium seating and amenities.
- One reserved bleacher seating section (~30 seats).
- Logo placement on posters and signage throughout the event.
- An exclusive Tulsa Christmas Parade swag bag.
- Inclusion in press releases and invitation to press conferences..



Sponsorship Levels



\$9,000
Only 4 Spots Available



SEGMENT SPONSOR

Take center stage during the live broadcast with the Segment Sponsorship. Your business will receive exclusive TV mentions as parade entries pass through the televised area. This package is ideal for businesses aiming for high visibility, as your brand will be spotlighted in front of thousands watching from home. You'll also enjoy premium VIP passes and seating, making this a standout sponsorship option.

Your sponsorship includes:

- Television exposure during the live stream and Christmas morning rebroadcast, with exclusive mentions during your sponsored segment.
- Participation in the parade with your own entry.
- Recognition on parade social media platforms.
- Logo placement on the official Tulsa Christmas Parade website.
- Twelve VIP Tent passes for premium seating and amenities.
- Two reserved bleacher seating sections (~30 seats each).
- Logo placement on posters and signage throughout the event.
- Inclusion in press releases and invitation to press conferences.



\$10,000



BALLON SPONSOR

Bring your brand to life with a giant, eye-catching balloon at the Tulsa Christmas Parade! As a Balloon Sponsor, your business will float above the crowds, creating unforgettable visibility along the parade route and during the televised broadcast. This sponsorship is ideal for businesses looking to make a big impression during Tulsa's favorite holiday tradition.

Your sponsorship includes:

- Participation in the parade with a branded giant balloon entry.
- Television exposure during the live stream and Christmas morning rebroadcast, with exclusive mentions for your balloon.
- Recognition on parade social media platforms.
- Logo placement on the official Tulsa Christmas Parade website.
- Twelve VIP Tent passes for premium seating and amenities.
- One reserved bleacher seating section (~30 seats).
- Logo placement on posters and event signage.
- Inclusion in press releases and invitation to press conferences.





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Since 1926**



Other Ways to Support

Not ready to sponsor but still want to help spread the magic of the Tulsa Christmas Parade? Here are other ways you can make a difference:

Sponsor a School Band

Many local public schools face financial challenges that make it difficult to participate in the Tulsa Christmas Parade, but your sponsorship can help these talented students take the stage in this beloved holiday tradition while creating lasting memories. Your support can cover transportation costs to ensure safe travel, provide breakfast to energize students and directors for their big performance, and contribute to additional needs like uniforms, water bottles, or other parade-day essentials, making their experience truly unforgettable.



Create a Matching Donation Campaign or Donate Any Amount

Amplify your impact by encouraging your employees or customers to donate to the Tulsa Christmas Parade and match their contributions as a company. Every dollar helps bring joy to the community, and matching campaigns are a powerful way to double the support and show your business's commitment to Tulsa's beloved holiday tradition.

Visit www.tulsachristmasparade.org/payment to contribute and make a difference today!



Volunteer as a Team



Make the Tulsa Christmas Parade a team-building event for your employees! Sign up for Volunteer Day and work together to help bring the parade to life. Whether it's assisting with float setup, distributing toys along the parade route, or managing event logistics, your team will be part of the magic. Corporate volunteering is a great way to foster camaraderie, give back to the community, and showcase your company's commitment to Tulsa's traditions. For group volunteer opportunities, visit:

www.tulsachristmasparade.org/volunteer

