

97th ANNUAL DOWNTOWN FRESNO

CHRISTMAS PARADE

Saturday, December 12, 2026, 5:30 PM



One of Fresno's most beloved holiday traditions is returning to Saturday night on Fulton Street!

Last year the Parade went nocturnal and doubled in size. More than 20,000 attendees saw millions of lights aglow as

multiple announcers brought the season's joy to life. Over 40 nearby businesses opened and saw a 50–100% boost in sales.

The 2025 Parade's digital marketing generated 625k+ social media views, 8,300+ shares, and 12k+ webpage

views, plus 100k+ outdoor billboard impressions. This year, with sponsor support, we aim to triple our marketing budget.

Parade sponsors are integral to this important tradition. Thank you for your involvement and support!

SPONSORSHIP OPPORTUNITIES

Sponsorship Level Package

PRESENTING
\$10,000

*All of "North
Star," plus...*

Logo incorporation as Presenting Sponsor
1 dedicated social media post
Logo on digital parade map
Total of 20 VIP Viewing Area passes
Dedicated verbal mentions at announcer stations
Total of 5 Parade entries
Exclusivity: limit 1 Presenting Sponsor

NORTH STAR
\$7,500

*All of "Twinkling
Lights," plus...*

Total of 10 VIP Viewing Area passes
Optional 10x10 booth space
Total of 3 Parade entries

TWINKLING LIGHTS
\$5,000

*All of "Golden
Glow," plus...*

5 VIP Viewing Area passes
Recognition in all Parade promotion
2 Parade entries

GOLDEN GLOW
\$2,500

*All of "Sleigh
Bell," plus...*

Logo on shared banner at announcer stations
Larger logo in all-sponsors social media post

SLEIGH BELL
\$1,000

Recognition on event webpage
Inclusion in all-sponsors social media post



**Let's make the 2026
Christmas Parade unforgettable!**

For more information or to secure your sponsorship, contact **Elliott Balch** at elliott@downtownfresno.org.



Scan for more parade fun!