Downtown Santa Barbara
IMPROVEMENT ASSOCIATION

2026 Holiday Parade

An Iconic Return to State Street

Friday, December 4, 2026

Sponsorship Deck | 2026



DSBIA HOLIDAY PARADE

A Cherished Legacy Reborn

After a six-year absence, the DSBIA is proudly bringing back our city's premier nighttime holiday tradition to support and celebrate the historic downtown district.

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A Monumental Audience

65K+

Expected Spectators

Unmatched Civic Reach

Families, residents, and regional visitors will line the historic State Street corridor. Your brand will be at the literal and figurative center of Santa Barbara's most significant community gathering of 2026.

- **Captive local & regional audience**
- **High-spending holiday demographic**
- **Multi-generational community appeal**

DSBIA HOLIDAY PARADE

Presenting Sponsor

$30,000

Anchor the Grand Comeback

- **Exclusive Recognition:** "The 2026 Parade Presented by [Brand]"
- **Category Exclusivity**: Secure your industry niche
- **Premier Logo Placement**: Radio, Print, Web, Social, and Volunteer Shirts
- **Broadcast Mentions**: Name shared by all announcers
- **VIP Lineup**: Lead the procession with your ensemble

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DSBIA HOLIDAY PARADE

Major Sponsor

$25,000

Anchor the Grand Comeback

- **Designation as a Major Sponsor** of the 68th Annual Downtown Santa Barbara Holiday Parade.
- **Recognition** in parade press releases, media outreach, the DSBIA website, and parade outreach materials.
- **Premier Logo Placement**: Radio, Print, Web, Social, and Volunteer Shirts
- **Broadcast Mentions**: Name shared by all announcers
- **VIP Lineup**: Lead the procession with your ensemble

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DSBIA HOLIDAY PARADE

Premier Balloon Sponsor

Iconic Visual Impact – $7,500

Command the skyline of State Street as a Premier Balloon Sponsor. In our new human-powered format, large-scale cold-air and helium balloons are the absolute highlight of the procession.

- **Large Helium Balloon:** High-visibility centerpiece
- **VIP Lineup Positioning:** Prime spot in the parade order
- **Full Media Integration:** Logo on all marketing collateral
- **Announcer Credits:** Live recognition throughout the route
- **Volunteer Integration:** Logo on all 70+ volunteer t-shirts

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DSBIA HOLIDAY PARADE

General Parade Sponsor

Highly Accessible Brand Activation – $2,500

- **Visual Promotion:** Prominent logo inclusion on the official parade poster and DSBIA digital maps.
- **T-Shirt Placement:** Brand placement on custom event t-shirts worn by 70+ parade volunteers.
- **Walking Entry:** Optional complimentary marching entry for your company's staff, family, and friends.
- **Walking Banner:** A custom-printed 3x6 branded walking banner to precede your group during the procession.



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Comprehensive Media Support



Print & PR

Full integration into press releases, posters, and printed materials distributed throughout the tri-county area.



Digital Dominance

Presence on the high-traffic DSBIA website, social media channels, digital advertising, and e-newsletters.



Street Presence

Logo featured on volunteer t-shirts worn by the 70+ staff managing the crowds on State Street.

DSBIA HOLIDAY PARADE

The Historic Route

The parade travels the iconic State Street Corridor. This course ensures your branding is seen by tens of thousands attendees.

A Night of Magic:

- Kickoff at 6:30 PM sharp
- Iconic Community Tree Lighting



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Downtown Santa Barbara
IMPROVEMENT ASSOCIATION

Let's Partner

To secure your sponsorship tier or request a customized proposal:

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