

**76TH ANNUAL**

# **SOUTH GATE CHILDREN'S CHRISTMAS**

## **LANE PARADE AND FESTIVAL**

Sunday,  
December 10th, 2023  
9am - 8pm

### ***SPONSORSHIP OPPORTUNITIES***



Hosted by:



# EVENT DETAILS

**PARADE DATE:** Sunday, December 10th, 2023

## PARADE COMPONENTS:



### Dignitaries Breakfast

9:00 a.m. - 11:00 a.m.  
South Gate Park Senior  
Center

4855 Tweedy Blvd.  
South Gate, CA 90280



### Parade

12:00 p.m. - 2:00 p.m.  
Along Tweedy Blvd  
from California Ave.  
to Pinehurst Ave.



### Santa's Village Festival

2:00 p.m. - 8:00 p.m.  
South Gate Park  
by Boy Scout Area

**EXPECTED ATTENDANCE:** Parade attracts more than 30,000 attendees

## COMPONENT DESCRIPTION:

### Dignitaries Breakfast (9 am to 11 am):

Held prior to the Children's Christmas Lane Parade to recognize Government Officials, Celebrities, Parade Marshals, Board Members, Sponsors, and Special Guests during a private setting held at the South Gate Park Senior Center.

### Christmas Parade (12 pm to 2 pm):

The parade route creates a venue full of school spirit, celebrities and children's elements. This gives you the opportunity to display Your Company's community involvement before a captive audience of more than 30,000. Beyond the crowds along Tweedy Blvd, the South Gate Children's Christmas Lane Parade reaches an additional viewing audience on live telecast stream. This provides an opportunity to showcase your product and/or services to further promote your business/organization.

### Santa's Village Festival (2 pm to 8 pm):

The Santa's Village Festival is an event strategically placed at the end of the parade route at South Gate Park. Previous sponsors have been able to distribute over 2,000 toys to children in the community. In addition, this area is used for photos with Santa Claus, promotional booths, food court and entertainment stage. Santa's village was created to give you the opportunity to increase your visibility and provide a gateway to obtain sales leads and build relationships.



# CITY OF SOUTH GATE

Located in the heart of the Los Angeles Metropolitan Area, the City of South Gate is a busy, urban community consisting of residential, commercial, and industrial development spread over 7.4 square miles. It currently has a population of about 99,000 and is known for its outstanding city services, remarkable parks and recreation facilities, and family friendly environment.

## RACE & ETHNICITY

Ethnicity Group	Percentage
-----------------	------------

Hispanic or Latino	94.8%
White alone, not Hispanic or Latino	3.4%
Black or African American alone	.9%
American Indian and Alaska Native alone	.9%
Asian alone	.8%
Native Hawaiian and Other Pacific Islander alone	.1%
Two or more races	3.7%

## AGE

Age Group	Percentage
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Under 18 years	31.1%
18 Years and Over	68.9%
65 Years and Over	7.0%

## MEDIAN AGE

31.6

## MEDIAN HOUSEHOLD INCOME

\$47,281



# SITE MAP

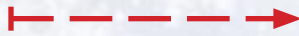
## Dignitaries Breakfast

South Gate Park  
Senior Center  
4855 Tweedy Blvd.  
South Gate, 90280



## Parade Route

Along Tweedy Blvd  
from California Ave  
to Pinehurst Ave



## Santa's Village Festival

Corner of Pinehurst  
Ave & Tweedy Blvd



## Parade Check In

Corner of California Ave.  
& Tweedy Blvd.



## PARKING

Parking Lot Permits will be needed to be displayed on every vehicle authorized to be in the area.

Permits will be issued by the South Gate Chamber of Commerce.

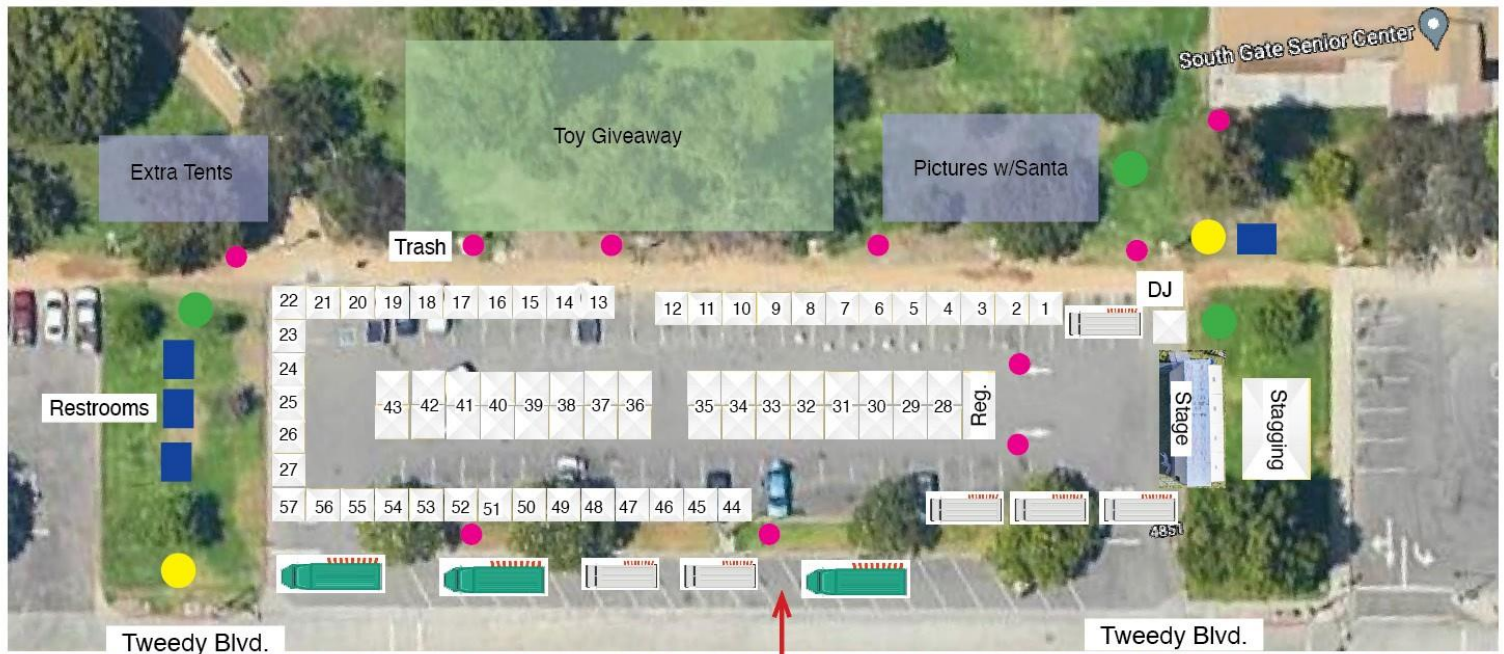
Parking lots at South Gate Park (along Tweedy Blvd.) are subject to road closures from 7:00 am until 6:00pm on December 10<sup>th</sup> 2023.

Recommended to park in parking lot along Hildreth Ave. and Pinehurst Ave.



# SANTA'S VILLAGE

## SAMPLE Children's Lane Parade and Festival Area



- 10x10 Booth available to market your product/service or increase your company's visibility
- Toy giveaway areat that attracts 1,000 - 2,000 families
- Entertainment Stage with performances from musicians, celebrities and influencers



# **TITLE**

# **SPONSOR \$25,000**

## **Corporate Circle Membership 2023-2024:**

- Advertising through our media channels
- Unlimited number of company contacts from Chamber members
- Identified as Circle High Level Member
- Priority sponsorship and seating at signature events
- Recognition in annual report

## **Dignitaries Breakfast:**

- (10) Invitations to the Dignitaries Breakfast
- Presentation of a "Title Sponsor" Plaque of Appreciation during the Dignitaries Breakfast
- Your logo on the Commemorative parade program

## **Parade:**

- (1) Parade Float entry with special recognition and logo featured on it, this float will open the parade featuring one of our talented Grand Marshalls (we will provide float)
- Company logo/name on the welcome banner and street banner (street banner is hung 2 weeks prior from the parade on the historic Tweedy Blvd)
- (2) Additional parade entry (car, truck, trolley, specialty entry etc.) MUST be provided by you
- Holiday 3' x 8' Banner with your business name carried down the parade route.
- (4) 15 Sec commercial spot during the parade telecast stream.
- Featured on broadcast, tv and/or streaming (Must provide 50 words or less script)
- (10) Special invitations to view the parade in our special seating area
- Mentions on air broadcasting as "Brought To You By" company/organization name

## **Santa's Village Festival:**

- Large 10'x30' booth/space at Santa's Village (space, table, chairs, electricity, and permits\*)
- Logo on Media wall at Dignitaries Breakfast at Santa's Village
- Logo on "Main" performing stage located at South Gate Park
- Opportunity for your Brand to present specialty award to parade participants on main stage
- **Your logo on Santa's photo giveaway**

## **Marketing/Media:**

- Your logo will be in all marketing material advertising the parade and festival as the "Title Sponsor"
- Your logo on local magazine/newspapers/bulletins/journals (distribution 100,000 x two weeks)
- Your logo on annual event poster distribute to over 2000 business
- Radio and media publications through interviews and/or mentions of company/organization name
- Featured on South Gate Chamber of Commerce website
- Social Media brand integration



# **GOLD SPONSOR \$15,000**

## **Dignitaries Breakfast:**

- (10) Invitations to the Dignitaries Breakfast
- Presentation of a “Gold Sponsor” Plaque of Appreciation during the Dignitaries Breakfast
- Your logo on the Commemorative parade program

## **Parade:**

- (1) Parade carriage with special recognition and logo featured on it, this carriage will be featuring one of our talented Grand Marshalls (we will provide carriage)
- (1) Additional parade entry (car, truck, trolley, specialty entry etc.) MUST be provided by you
- Holiday 3’ x 8’ Banner with your business name, carried down the parade route
- (2) 15 Sec commercial spots during the parade telecast streaming broadcast
- A “Thank you” mention during the event Broadcasting
- Featured on broadcast, tv and/or streaming (Must provide 50 words or less script)
- (8) Special invitations to view the parade in our special seating area

## **Santa’s Village Festival:**

- Large 10’ x 30’ booth/space at Santa’s Village (space, table, chairs, electricity, and permits\*)
- Logo on Media wall at Dignitaries Breakfast/Santa’s Village
- Logo on “Main” performing stage located at South Gate Park
- Opportunity for your Brand to present specialty award to parade participants on main stage
- **Your logo on Santa’s photo give away**

## **Marketing/Media:**

- Your Business logo will be in all marketing material advertising the parade and festival
- Your logo on local magazine/newspapers/bulletins/journals (distribution 100,000 x two weeks)
- Your logo on annual event poster distribute to over 2000 businesses
- Radio and media publications through interviews and/or mentions of company/organization name
- Featured on South Gate Chamber of Commerce website
- Social Media brand integration





# SILVER SPONSOR \$10,000

## **Dignitaries Breakfast:**

- (6) Invitations to the Dignitaries Breakfast
- Presentation of a "Silver Sponsor" Plaque of Appreciation during the Dignitaries Breakfast
- Your logo on the Commemorative parade program

## **Parade:**

- (1) Parade entry with special recognition and logo featured on it, this entry will be featuring one of our talented Grand Marshalls
- Holiday 3' x 8' Banner with your business name, carried down the parade route
- (1) 15 Sec commercial spot during the parade broadcast
- A "Thank you" mention during the event Broadcasting
- Featured on broadcast, tv and/or streaming (Must provide 50 words or less script)
- (6) Special invitations to view the parade in our special seating area

## **Santa's Village Festival:**

- Large 10' x 20' booth/space at Santa's Village (space, table, chairs, and permits\*)
- Logo on Media wall at Dignitaries Breakfast/Santa's Village

## **Marketing/Media:**

- Your Business logo will be in all marketing material advertising the parade and festival
- Your logo on local magazine/newspapers/bulletins/journals (distribution 100,000 x two weeks)
- Your logo on annual event poster distribute to over 2000 business
- Radio and media publications through interviews and/or mentions of company/organization name
- Featured on South Gate Chamber of Commerce website
- Social Media brand integration





# **BRONZE SPONSOR \$5,000**

## **Dignitaries Breakfast:**

- (6) Invitations to the Dignitaries Breakfast
- Presentation of a Special Plaque of Appreciation for your Sponsorship during the Dignitaries Breakfast
- Your logo on the Commemorative parade program

## **Parade:**

- (1) Parade Entry of your own with special recognition as a main sponsor. Featuring one of our talented Marshalls on your entry (MUST be provided)
- (1) 15 Sec commercial spot during the broadcast
- A "Thank you" mention during the event Broadcasting
- Featured on broadcast, tv and/or streaming (Must provide 50 words or less script)
- (4) Special invitations to view the parade in our special seating area

## **Santa's Village Festival:**

Booth/space 10' x 20' at Santa's Village (space, table, chairs and all permits\*)  
Logo on Media wall at Dignitaries Breakfast/Santa's Village

## **Marketing/Media:**

Your Business logo will be in all marketing material advertising the parade and festival  
Your logo on the Commemorative parade program  
Your logo on local magazine (distribution 100,000 x two weeks)  
Your logo on annual event poster distribute to over 2000 businesses  
Featured on Chamber of Commerce website  
Social Media brand integration



# PARADE ENTRY SPONSOR \$1,500

## Parade:

1 parade entry (car, truck, walkers with banner or own float) Sponsor MUST provide  
Featured on broadcast as a shared spot (Must provide 50 words or less script)

## Marketing/Media:

Your company/organization name on the Commemorative parade program  
Featured on Chamber of Commerce website and social media channels

## Santa's Village:

(2) Invitations to the Dignitaries Breakfast (pre parade reception)  
Presentation of a Certificate of Appreciation for your Sponsorship during the Dignitaries Breakfast

## Didn't see a package that fits your budget?

We will gladly create a custom package for you.

Here are some examples of what you can help us obtain with a trade off:

- Performance stage with lighting and sound
- Convertibles for parade route
- Christmas Decorations
- Street Banner
- Local organization
- And more





All sponsorships/donations must be received by November 21, 2023. The South Gate Chamber of Commerce is a 501c( 6 ) non-profit organization. All payments are to be made out to the South Gate Chamber of Commerce brought or mailed to 3350 Tweedy Blvd, South Gate, CA 90280. Please write “2023 Christmas” on the memo line. We Thank You for your support and we look forward to kick start the Holidays!

## CONTACT INFORMATION:

### Main Contact:

Ana Elizarraras, Executive Director

### Mail:

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South Gate, CA 90280

### Phone:

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**THANK YOU FOR YOUR TIME AND SUPPORT!**