



**20th ANNUAL
PALOS VERDES PENINSULA HOLIDAY
“Parade of Lights”
DECEMBER 2, 2017**

EVENT OVERVIEW

The City of Rolling Hills Estates is pleased to present the 20th Annual Peninsula Holiday Parade, which will be held on Saturday, December 2, 2017. With the assistance of veteran event coordinators, Pageantry Productions, the “Parade of Lights” is designed to showcase the unique character of the Palos Verdes Peninsula.

The parade will begin at 6:00 p.m. as participants march along Silver Spur Road and Deep Valley Drive, through the Promenade on the Peninsula Mall ending on Norris Center Drive. The parade will conclude with an Awards Ceremony in the center of The Promenade on the Peninsula Mall at approximately 7:45 p.m.

SPONSORSHIP OPPORTUNITIES

Area businesses and interested in innovative methods of promotion are encouraged to become a sponsor of a parade unit. The parade receives extensive local media coverage and draws thousands of spectators and parade participants from the South Bay region and beyond.

As a sponsor, the name of your business will be printed on approximately 5,000 “bag stuffer” flyers distributed at local grocery stores in the days and weeks leading up to the parade. Your firm’s name will also appear in advertisements in the *Peninsula News*, press releases to local newspapers, City’s Facebook promotions, on the City’s website, and on Cox Communications cable television replays of the parade throughout the holiday season.

PARADE UNIT SPONSOR

A variety of parade units including bands, scouts, youth groups, equestrians, floats, drill teams, cheerleaders and antique cars will be participating. A 3 x 8-foot banner indicating “**Presented By (Your Business/Organization Name)**” will be carried by high school volunteers in front of the parade unit(s) you select to sponsor. Parade Unit sponsors will also be invited to attend the VIP Parade Reception and allowed to sit in the VIP Parade Viewing Area at the Promenade on the Peninsula Mall.

Sponsorship Fee: \$150 per unit

MUSICAL SWEEPSTAKES TROPHY SPONSOR

All parade units will be judged by professional judges. At the conclusion of the parade, awards will be distributed to the various parade unit categories. The best overall unit in the parade will be issued a large Sweepstakes Trophy. As a sponsor, the name of your business or organization will be engraved on the trophy. The Sweepstakes Trophy sponsor will be allowed to sit in the VIP Parade Viewing Stand and may participate in presenting their Sweepstakes Trophy at the Parade Awards Ceremony.

Sponsorship Fee: \$300

PARADE UNIT PARTICIPATION

Local businesses can join the parade fun by decorating a commercial vehicle or form a marching unit and enter it as a parade unit at no charge. Awards will be given to the business with the best parade unit entries. For more information, contact Andy Clark, Community Services Director, at (310) 377- 1577 ext. 109 or AndyC@ci.rolling-hills-estates.ca.us.

PARADE SPECTATOR TOTE BAGS

The PVP Chamber of Commerce collects holiday shopping coupons, business services flyers, and promotional items (ink pens, paper pads, key chains, etc.) from local businesses and places them in 500 tote bags for parade volunteers to distribute prior to the parade to parade spectators. Parade Sponsors are welcome to submit 500 holiday discount coupons or promotional items to be placed in the tote bags.

PARADE SPONSORSHIP DEADLINE: NOVEMBER 15, 2017

PLEASE CONTACT:

ANDY CLARK, COMMUNITY SERVICES DIRECTOR

(310) 377-1577, ext. 109 or AndyC@ci.rolling-hills-estates.ca.us