

THE CITY OF PLEASANTON.

Hometown Holiday Celebration

SPONSORSHIP PACKAGES



2026 EVENT DATE: Saturday, December 5, 2026
PROJECTED ATTENDANCE: 8,000 + TV30 viewers

Pleasanton's Annual Hometown Holiday Celebration brings the community together for an evening of festive tradition and holiday cheer in the heart of downtown. From the joyful holiday parade and magical tree lighting ceremony to special appearances by Santa, the event welcomes thousands of residents and visitors each year to celebrate the spirit of the season.

Sponsorship packages include valuable promotional visibility, on-site recognition, VIP experiences, and opportunities to connect directly with attendees before, during, and after the event.

We invite you to partner with the City of Pleasanton and become part of a treasured holiday tradition. Sponsorships may be fulfilled through financial contributions or in-kind donations of goods and services of equivalent value, subject to approval by the City of Pleasanton. Custom sponsorship opportunities are also available. Contact us today to become a sponsor.



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HOMETOWNHOLIDAY.COM

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Presenting Sponsor Main Stage/Tree Lighting - \$10,000 (1 Available)

- Exclusive recognition as the Presenting Sponsor of Pleasanton's Hometown Holiday Celebration
- Dedicated sponsor signage with logo displayed at the Main Stage and within the tree lighting area, visible to thousands, including TV30 televised recording viewers
- Opportunity for a sponsor representative to provide brief remarks during the Tree Lighting Ceremony
- 20 VIP viewing passes at the Main Stage
- Option to provide branded giveaways or promotional materials at the event
- Inclusion in City press releases, media coverage, and promotional outreach
- Acknowledgment in Library and Recreation Department newsletters
- First right of renewal for the following year's presenting sponsorship
- *Plus, everything in the Community Holiday Sponsor Package*



Holiday Spirit Supporting Stage Sponsor - \$2,000 (2 Available)

- Recognition as a stage sponsor for one event stage
- Opportunity to provide a branded banner at the sponsored stage
- 2 VIP viewing passes at the Main Stage
- Acknowledgment in Library and Recreation Department newsletters
- *Plus, everything in the Community Holiday Sponsor Package*



Community Holiday Sponsor - \$500

- Recognition on the event webpage as a sponsor
- Name and logo placement on event signage
- Recognition in pre-event and post-event social media posts
- Verbal acknowledgment by the emcee during the parade and tree lighting ceremony
- One complimentary parade entry