

64th Annual  
**Sylvia Besana Holiday Parade**



**Saturday, December 6th  
Downtown Roseville**



August 1, 2025

**RE: 64th Annual Sylvia Besana Holiday Parade Sponsorship Opportunities**

Hello!

The Downtown Roseville Partnership is proud to host the 64th Annual Sylvia Besana Holiday Parade. This family-friendly holiday event will be held on Saturday, December 6<sup>th</sup> with the vendor booths opening at 10:00 AM and the parade beginning at 10:30 AM. There will be fun events for all ages both before and after the parade, including Santa, food and craft booths!

The event in 2024 drew over 4,000 parade watchers, 60 parade units, and dozens of volunteers! This year we expect even more than that to come to spend time with their family and friends, watch the parade, and then spend time in the Downtown Roseville area.

The parade is a great opportunity to share information about your business or organization. There will be great visibility at the event, and this will provide you with an outstanding marketing and community support opportunity! There are many sponsorship levels available with one being a great fit for you. I have attached a list of sponsorship levels with their benefits for your review.

If you are interested in becoming a sponsor or if you have parade questions please contact Parade Director, Stephanie Hill, at [info@sylviabesanaparade.org](mailto:info@sylviabesanaparade.org) or by calling 916-910-5769. You can also learn more about the parade by visiting [www.sylviabesanaparade.org](http://www.sylviabesanaparade.org).

We hope to see you and your organization there!

Respectfully,

Stephanie Hill, Parade Director  
Downtown Roseville Partnership

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The time is here to begin preparing for the 64th Annual Sylvia Besana Holiday Parade presented by the Downtown Roseville Partnership.

Your support will help make this event possible. Please review the sponsorship levels below. Our goal is to provide you with excellent publicity in front of thousands of residents at this annual tradition.

**SPONSORSHIP LEVELS**

**Snowman Sponsor - \$2500**

- Ongoing announcements recognizing your company's support during the event
- Individual banner carried in the parade
- Company logo and link on website
- Company logo on marketing materials
- Parade entry fee waived
- VIP parade placement

**North Pole Sponsor - \$1000**

- Announcements recognizing your company's support during the event
- Individual banner carried in the parade
- Company listed with link on event websites
- Parade entry fee waived

**Jingle Bell Sponsor - \$500**

- Announcements recognizing your company's support during the event
- Prominent listing on banner carried in parade
- Company listed on event websites

**Reindeer Sponsor - \$250**

- Announcements recognizing your company's support during the event
- Listing on banner carried in parade

**Snowflake Sponsor - \$100**

- Announcements recognizing your company's support during the event
- Event Contribution

**SPONSOR REGISTRATION FORM** (Please email to [info@sylviabesanaparade.org](mailto:info@sylviabesanaparade.org) or mail form to Stephanie Hill, Parade Director, PO Box 204, Roseville, CA 95661.) The deadline to be included as a sponsor for this event is Monday, November 24th. Please make checks payable to the Downtown Roseville Partnership or fill in the credit card information below.

Company: \_\_\_\_\_ Contact: \_\_\_\_\_

Phone Number: \_\_\_\_\_ E-mail address: \_\_\_\_\_

Mailing address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Credit Card: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_ Billing Zip: \_\_\_\_\_

Name on Card: \_\_\_\_\_