

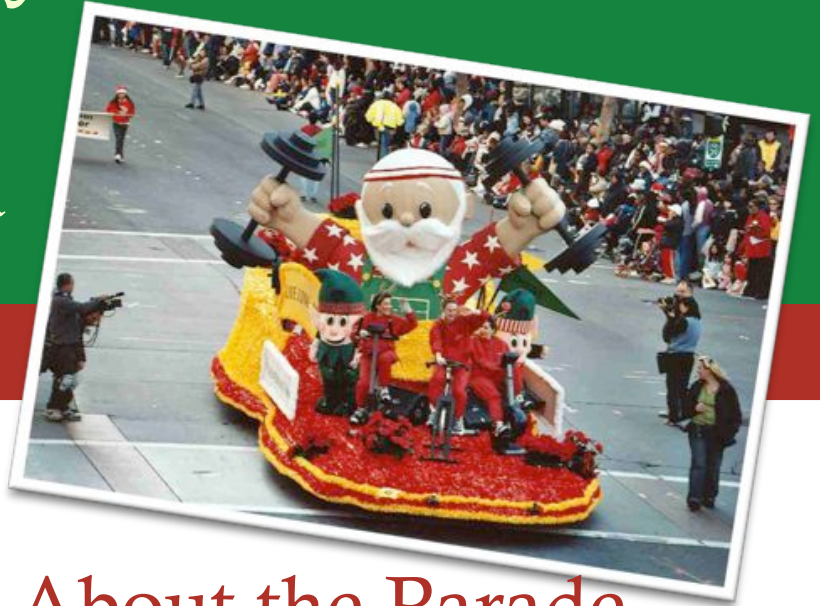
Parade Information



America's Children's Holiday Parade

Oakland, California

December 5, 2009



Facts & Figures

The parade features a cast of

- 100,000 Spectators on the Street
- Shown by more than 100 PBS affiliates nationwide
- 40 Children's Favorite Cartoon, Storybook, And Television Characters
- Giant Helium Balloons
- Terrific Marching Bands
- Colorful Professionally Built Floats
- A Variety Of Performance Groups And Santa Claus
- Totaling more Than 80 Parade Entries
- 500 Volunteers
- 24 Sponsors & Donors

About the Parade

Curious George. The Raggs. Garfield. Berenstain Bears. Bob from Sesame Street. Santa.

Mention the name and watch a kids eyes light up! Assemble them all into one parade, and open the festive holiday season with delight for children and the people who love them.

That's what the Oakland Holiday Parade - America's Children's Parade is all about. The children's favorites appear as giant helium balloons, costumed characters waving from convertibles, or dancing and singing on colorful floats in the 90-minute parade through Downtown Oakland, California.

The ooh's and ahh's of 100,000 spectators thrill the parade participants and provide a heartfelt warm-up for the arrival of Santa Claus in the parade's finale.

The parade is televised throughout North America on PBS stations and in the San Francisco Bay Area on KTVU-FOX 2, KICU - Action 36, KQED-PBS, KTEH-PBS, KCSM-PBS, Comcast Cable and Peralta TV.

The Comcast Oakland Holiday Parade is produced by the Oakland Metropolitan Chamber of Commerce as America's Children's Parade, offering children of all ages a festive and colorful grand opening for the holiday season. All parade elements are coordinated by Upbeat Parade Productions, professional parade production company.





Parade Details

Professionally produced in all aspects, the parade brings top talent to perform on the street and television.

Over 80 units from across the United States gather in the staging area to be funneled into the well-timed, televised parade.

MUSIC

Keeping the pace moving and toes tapping, more than 15 marching bands of 80 or more musicians perform in the parade. They travel from throughout California to be in this parade, donning Santa Hats and performing holiday favorites to wow the crowds.

More than 2000 young musician perform in this parade.

BALLOONS

Giant helium balloons shaped like candy canes, characters and toys lift the eyes and spirits as they float as much as 55 feet high along the parade route.

FLOATS

Professionally built floats, produced at Portland's Studio Concepts, showcase special guests amid colorful

sculptures of holiday themes and children's playthings. Guests sing and dance with amplified sound bursting from the bright vehicles.

COSTUME CHARACTERS

Nearly 40 characters representing books, cartoons, television, movies and comics appear in the parade to wave at their fans.

Characters may ride in convertibles, dance along the street, or appear on specially designed floats.

Televised Performances Make the Show

Upbeat Parade Productions has been creating parades for a decade, magically making them entertaining for live and televised audiences alike.

Well-planned communications systems bring performing units to the television cameras on time and on target, where they are carefully staged by experienced parade crew members.

The backdrop of the enthusiastic Oakland community cheering their Holiday Parade adds the human perspective to the show, drawing the television audience into the festive celebration of the season's magic for children.

"I wanted to express how wonderful it was to work with the team. ...Having worked with many parades in the past, including Macy's I can tell you that this was one of the most organized that I've encountered."

*Scott M. Walton
Executive Director,
Communications,
KQED, San Francisco*



Join Us For the 10th Anniversary Parade

Saturday, December 5, 2009 – 2:00 p.m.
Broadway to 20th Street – Downtown,
Oakland, California

**Partnering with America's
Children's Parade puts you in
good company!**

Our 2008 Sponsors & Partners

Included;

Comcast
Kaiser Permanente
City of Oakland
Southwest Airlines
Wells Fargo
Alta Bates Summit Medical Center
Clorox
Shorenstein
BART
Waste Management
NorCal Waste Services
California Pharmacist Association
KBLX
KTVU-FOX 2
KICU-36
KQED-PBS
KTEH-PBS
Marriott Oakland City Center
ANG Newspaper Group
Peralta Community College

As Special a Parade Partner your company could receive

- A beautiful, creative float in parade.
- Special performance with your float in the Television Broadcast area.
- A giant parade balloon in the parade.
- Showcase a band, specialty unit or special guest.
- Be a clown in the parade!
- Tickets to the VIP Reception to distribute to nonprofits youth or children's agencies of your choice.
- Tickets to our Special Area of our Pre-Parade VIP Reception and grand stand seating.
- Banner placement at the parade and other related events.
- Banner placement in the parade.
- Ad placement in media materials.

And more!

PARADE PROMOTION

The overall estimated value of the Parade Marketing campaign value is over \$2 million of paid and negotiated media. Our media partners include;

KBLX Radio

Television stations

KTVU-FOX 2
KICU - TV36
KQED-PBS
KTEH-PBS
Peralta TV
Comcast Cable
PBS Television affiliates
throughout North America

Print

ANG Newspapers
Oakland Magazine
Diablo Magazine

Promotional Signage via

AC Transit
BART
City of Oakland

Parade posters, rack cards and more.

Contact us:

Dan O'Hara, Sponsorship Coordinator – 209-918-0656 or e-mail: dohandco@yahoo.com

Joe Haraburda, CEO, Oakland Metropolitan Chamber of Commerce - 510-874-4800

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www.oaklandholidayparade.com