

YOU'RE INVITED

2023 BAKERSFIELD CHRISTMAS PARADE



SPONSORSHIPS



KGET PRESENTS

2023 BAKERSFIELD CHRISTMAS PARADE

THE WAIT IS OVER

Step into a dazzling winter wonderland as the streets of downtown come alive with the magic of Christmas!

The **Bakersfield Christmas Parade** is not just an event; it's a cherished tradition that brings our community together and spreads joy throughout the city. By becoming a sponsor, you have the power to make a lasting impact on the lives of thousands of families and individuals who eagerly await this magical spectacle each year.

Sponsoring the parade provides numerous benefits for your esteemed brand. It offers exceptional exposure to a wide audience, including families, children, local businesses, and media outlets, both in Bakersfield and beyond. Your brand will be prominently featured in our promotional materials, including banners, social media campaigns, and press releases, ensuring widespread visibility and recognition.

PRE- SHOW AIRS DEC 7th 5:30-6P

AIRS LIVE DEC 7th 6pm-8pm &

RE-AIRS DEC 23rd 6PM-8PM & CHRISTMAS DAY 5AM-7AM



KGET.COM

KERN COUNTIES TOP VISITED NEWS SITE

We will use KGET.COM to help increase awareness and drive excitement & anticipation of the Bakersfield Christmas Parade. Banners will be tagged with Sponsors logo. "Proudly Sponsoring" event.

Your investment will not only bring immense joy to our community but also provide your brand with invaluable exposure and goodwill. Together, let us create cherished memories and spread the spirit of Christmas throughout Bakersfield.

When you advertise with KGET.COM your business receives even higher credibility when shown alongside trusted news content.

PRODUCTS: **HPTO + DISPLAY + PREROLL**



958,791
NEW MONTHLY
USERS



3,125,951
PAGE VIEWS



2,129,404
SESSIONS





CO-PRESENTING SPONSOR

The wait is over! Step into a dazzling winter wonderland as the streets of downtown come alive with the magic of Christmas!

11/1 – 12/25/23 Presenting Sponsor Will Receive:

- ★ Logo in LIVE Christmas Parade Opening airing Thursday Dec 7th & Rebroadcasts
- ★ Your Business Logo (Large) on air Tune in Promos
- ★ Pre-Show Dec 7th 5:30-6P | Open & Logo in Pre-Show |
- ★ 1X :30 TV Commercials to air in each KGET Christmas Parade rebroadcast Saturday December 23rd 6p-8p & Christmas Day, Monday 25th, 5a-7a.
- ★ 100X :15 sec Favorite Christmas Memory TV spots (KGET/ CW)
Includes 1X in NFL Thanksgiving Day Football Game Seattle vs 49ers
- ★ 50X :04 sec Christmas Parade Teaser ID's Leading up to Event (KGET/CW)
- ★ 2x Shared Homepage Takeover on KGET.com (200K IMP), Plus interview on Studio 17
- ★ Sponsored eBlast Promoting Countdown to Christmas Parade
- ★ Logo "lower third" for 30 minutes during the LIVE Christmas Parade & Rebroadcasts
- ★ Access (6 passes) to the KGET VIP Christmas Parade Studio Experience on Dec 7th

SOLD OUT



Investment: \$8,000
(4) Available

Signature: _____ **Date:** _____

Company Name: _____ **Phone Number:** _____





HOMETOWN SPONSOR



The wait is over! Step into a dazzling winter wonderland as the streets of downtown come alive with the magic of Christmas!

11/1 – 12/25/23 Hometown Sponsor Will Receive:

- 🍪 Your Business Logo on all Tune in Promos
- 🍪 1X :30 TV Commercials to air in each KGET Christmas Parade rebroadcast Saturday December 23rd 6p-8p & Christmas Day, Monday 25th, 5a-7a.
- 🍪 60X :15 sec Favorite Christmas Memory TV spots (KGET/ CW) Includes Christmas Theme Programing & News
- 🍪 Logo on Bakersfield Christmas Parade section of KGET.com
- 🍪 Logo on screen during LIVE Christmas Parade & (2) Rebroadcasts
- 🍪 Interview your business on Studio 17 (Show your support for Bakersfield Christmas Parade)
- 🍪 Access (4 passes) to the KGET VIP Christmas Parade Studio Experience on Dec 7th



Investment: \$5,000
(6) Available

Signature: _____ Date: _____

Company Name: _____ Phone Number: _____



SUPPORTING SPONSOR



The wait is over! Step into a dazzling winter wonderland as the streets of downtown come alive with the magic of Christmas!

11/1 – 12/25/23 Supporting Sponsor Will Receive:

- 🍪 Your Business Logo on all Tune in Promos
- 🍪 1X :30 TV Commercials to air in each KGET Christmas Parade rebroadcast Saturday December 23rd 6p-8p & Christmas Day, Monday 25th, 5a-7a.
- 🍪 Logo on KGET Christmas Parade section
- 🍪 25K Banners on KGET.com
- 🍪 Logo on screen during LIVE Christmas Parade & (2) Rebroadcasts
- 🍪 Access (2 passes) to the KGET VIP Christmas Parade Studio Experience on Dec 7th



Signature: _____ Date: _____

Company Name: _____ Phone Number: _____

Investment: \$3,000
(8) Available

CHRISTMAS PARADE WEATHER SPONSOR



The wait is over! Step into a dazzling winter wonderland as the streets of downtown come alive with the magic of Christmas!

Exclusive Weather Sponsor Dec 4-7th , You Will Receive:

- ★ Logo in each Bakersfield Christmas Parade Weather segment which airs in Sunrise/ Noon/ Evening News weather December 6th - 7th
- ★ Your Business will be tagged on (2) KGET Facebook Christmas Parade Weather Post
- ★ 50,000 IMPRESSIONS on KGET.com Weather
- ★ Access (2 passes) to the KGET VIP Christmas Parade Studio Experience on Dec 7th

SOLD



Investment: \$2,500

Signature: _____ Date: _____

Company Name: _____ Phone Number: _____





FLOAT CAM

- 🍪 Your business Logo in each Bakersfield Christmas Parade Float Cam video shot
- 🍪 Float Cam shots will air live in newscast
- 🍪 Float Cam shots will air on Studio 17
- 🍪 Float Cam Sponsor mention at the end of the Parade
- 🍪 Access (4) KGET Christmas Parade Party 5p-8p (Food, VIP Viewing from studio)

SOLD



Investment: \$1,500

Signature: _____ Date: _____

Company Name: _____ Phone Number: _____





SANTA CAM

Join Santa as he gets ready for the 2023 Bakersfield Christmas Parade

Santa Cam Sponsor Will Receive:

- 🍪 Your business Logo in each Bakersfield Christmas Parade Santa Cam video shot
- 🍪 40X :15 Tune In Promos on KGET & The CW. Think Santa buying boots, getting a cup of coffee, or shopping for his gear prior to parade!
- 🍪 100,000 Banner Ads on KGET.COM
- 🍪 20,000 Pre-Roll Ads on KGET.COM
- 🍪 Facebook Post on KGET Facebook Page
- 🍪 Santa Cam float shots will air in newscast – airs on Studio 17
- 🍪 Float Cam Sponsor mention at the end of the Parade
- 🍪 10X 4: Second Holiday IDs on Christmas Eve (5) & Christmas Day (5)
- 🍪 Access (4) KGET Christmas Parade Party 5p-8p (Food, VIP Viewing from studio)



Investment: \$2,500

Signature: _____ Date: _____

Company Name: _____ Phone Number: _____





KGET.COM | [KGET 17](http://KGET17.COM) | [EVENING NEWS](#) | [WEATHER](#) | [LIVE UPDATES](#)



KGET 17, and KGET.com will be tracking **Santa** on his journey to the Bakersfield Christmas Parade and Beyond! Our News team will also provide updates Christmas Eve on KGET 17 News @ 5p, 6p & 11p, KGET.com, and on our Facebook page. On Christmas Eve we will update our viewers every hour to see just how close Jolly Old St. Nick is to the valley.

Updates Begin NOV 1- DEC 24th

- 🍪 50,000 ROS Banner ads on KGET.com with your holiday message
- 🍪 50,000 ROS Banner Promotions on KGET.com promoting Santa Tracker+ Page Sponsor of kget.com Santa Tracker Page
- 🍪 2x Shared Homepage Takeover on KGET.com December 24th-25th
- 🍪 60x :15 promotional spots on KGET 17
- 🍪 X10 :5 Second Holiday IDs on Christmas Eve (5) & Christmas Day (5)
- 🍪 1x eBlast Promoting Santa Tracker + Christmas Countdown Clock Dec 1- 25th
- 🍪 5X :15 (5P – 11P) Santa Updates on Christmas Eve tracking Santa as he visits the World. Kids can scan QR Code on promo that direct to live Santa whereabouts! 5P-11P (How The Grinch Stole Christmas will air 8P-11P)
- 🍪 Live reports as our weather team tracks Santa on 5P News,- 6P News, 11P News on Christmas Eve

SOLD OUT

Investment: \$3,000 **Signature:** _____ **Date:** _____

Company Name: _____ **Phone Number:** _____





Telemundo will be tracking **Santa** on his journey to the Bakersfield Christmas Parade and Beyond! Our News team will also provide updates Christmas Eve on KGET 17 News @ 5p, 6:30p & 11p, KGET.com, and on our Facebook page. On Christmas Eve we will update our viewers every hour to see just how close Jolly Old St. Nick is to the valley.

Updates Begin NOV 1- DEC 24th

SOLD OUT

- 🍪 50,000 ROS Banner ads on KGET.com with your holiday message
- 🍪 60X Tune In Promo's Leading up to Christmas Parade & Christmas Day
- 🍪 2x Shared Homepage Takeover on KGET.com December 24th-25th
- 🍪 5X :15 (5P – 11P) Santa Updates on Christmas Eve tracking Santa as he visits the World. Kids can scan QR Code on promo that direct to live Santa whereabouts!
- 🍪 X10 :5 Holiday IDs on Christmas Eve (5) & Christmas Day (5)
- 🍪 Live reports as our weather team tracks Santa on 5P - 6:30P News

INVESTMENT: \$1500

Signature: _____ Date: _____

Company Name: _____ Phone Number: _____