Newport Beach Christmas Boat Parade

2016 SPONSORSHIP OPPORTUNITIES

ChristmasBoatParade.com
ChristmasBoatParade
nbboatparade
As Newport Beach’s Christmas card to the world, the 108th Newport Beach Christmas Boat Parade is a holiday spectacular for all ages. Over a million viewers watch beautifully decorated yachts, boats, kayaks and canoes sailing along the harbor.

HOSTED BY
The Commodores Club of the Newport Beach Chamber of Commerce

PRESENTED BY
Visit Newport Beach and the City of Newport Beach

DATES
Wednesday, December 14 through Sunday, December 18, 2016

TIMES
The boats depart from Bay Island at 6:30 pm, returning with the lead boat around 9:00 pm
# FAST FACTS

<table>
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<tr>
<th>Fireworks Extravaganza</th>
<th>Some Boat Owners</th>
<th>Beautiful Multi-Million Dollar Yachts</th>
<th>Christmas Floats</th>
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<tr>
<td>A fireworks extravaganza kicks off on the first night from Newport Beach Pier at 6:15 pm and closes out the festivities from Balboa Pier the final nights at 9 pm.</td>
<td>Some boat owners in the past have spent over $50,000 to decorate their vessels for the event.</td>
<td>Beautiful multi-million dollar yachts, kayaks, canoes and other small boats will light up the harbor as a dazzling array of holiday lights and are richly decorated with animated Christmas scenes accompanied by music and costumed carolers.</td>
<td>The Christmas floats will wind their way some 14 miles around the harbor to give viewers in restaurants, yacht clubs, on public beaches, parks and in private homes an incredible sight that has delighted millions of people for over a century.</td>
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NOTABLE DISTINCTIONS

#2 Destination in the Nation for Holiday Lights
Yahoo Travel, 2011

TOP TEN Christmas Happenings in the nation

One of the WORLD’S BEST Christmas Parades
Condé Nast Traveler, 2013

One of AMERICA’S BEST Christmas Parades
Travel Channel, 2013

1 of 5 Seasonal Parades to Make your Holiday Bright
Fox, 2014

10 Best American Beach Towns for Christmas
Coastal Living, 2015
OVERALL MARKETING IMPRESSIONS

Advertising Promotions 25,000,000
Custom Tabloid Special Section Insert in The Daily Pilot (200,000 households)

Online Marketing 452,000
Pre-event YouTube videos showcasing boats being decorated

PR & Communications 375,000,000
Celebrity Grand Marshals all 5 nights of the parade
Special media coverage

NEW TO 2016
Newport Beach TV broadcast of the Boat Parade
Activation opportunities with consumer touch points at Marina Park

TOTAL PR VALUE $3,233,535

TOTAL IMPRESSIONS 400 million+
NEWPORT BEACH VISITORS

- **7 million** visitors annually
- **57%** reside in-state
- **38.8** years average age
- **$123,400** average annual household income
- **60%** are married
- **50%** have children under 18 at home
- Frequent travelers, taking **5.8 trips** per year on average
- **88.3%** are day-trip visitors
- **$333** per day average spend by overnight visitors
- compared to **$55** for day-trip visitors

*Christmas Boat Parade & Ring of Lights SPONSORSHIP OPPORTUNITIES*
PARTNER PROMISE

There are several ways to become a sponsor. Sponsorships are available ranging from $5,000 to $25,000.

Packages include a variety of benefits, such as:

- Brand exposure across diverse marketing and media platforms
- Logo recognition on dedicated sponsor vessels in the parade
- Community engagement with digital marketing and connectivity across digital platforms
- Product sampling and community touch points in viewing areas
- Display advertising in official program
- VIP experiences
- Rights to use parade logos and event marks
- Recognition and attendance at Awards Dinner & Auction
2015 was the first time in the parade’s history where a five-night Grand Marshal lineup was featured. Appearances by talented athletes, entertainers and distinguished members of the community delighted the crowd, including Los Angeles Angels of Anaheim owner Arte Moreno, members of the U.S. Women’s National Soccer Team, The “Voice” Season 8 contestants and the Tournament of Roses Queen and her Court.

An exclusive opening night event, held at the Balboa Bay Resort, kicked off last year’s the parade. Grand Marshals, parade sponsors and members of the media were invited to this festive evening, where the “Voice” contestants entertained guests while they viewed the parade.

Opening night broadcast TV coverage: NBC, ABC, CBS, KTLA, FOX News

We are excited for this year’s Grand Marshal lineup and opening night event!
MEDIA COVERAGE

In 2015, Newport Beach Christmas Boat Parade received media coverage from radio, television, print, and, online blogs, news and lifestyle outlets.

- 104.3 My FM
- ABC 7 News
- Access Hollywood
- Amazing Escapes
- Better Living SoCal
- Boating Times
- California Life HD
- CBS Los Angeles
- Coast Magazine
- Daily Pilot
- DayTripping Mom
- Discover Boating
- Drink, Play, Grub
- EI News
- Eat Drink OC
- Entertainment Tonight
- Extra
- FOX 11 News
- Getty Images
- Haute Living
- Hot 92.3
- Houseboat Magazine
- Insider
- K-Earth 101
- KCAL CBS LA
- KFROG/CBSLA
- KMIR
- KOCI 101.5
- KTLA
- KTST FM
- LA Downtown News
- LA Parent
- LA Weekly
- Laguna Beach Magazine
- Locale Magazine
- Los Angeles Magazine
- Los Angeles Times
- Modern Luxury
- Nautical Luxuries
- NBC Los Angeles
- Newport Beach Independent
- Newport Beach Lifestyle
- Newport Beach Magazine
- Newsweek
- OC Coastal Properties
- OC Family
- OC Metro
- OC Mom Blog
- OC Mom Magazine
- OC Mommies
- OC Register
- OC Register Magazine
- OC Weekly
- Orange Coast Magazine
- Pacific Coast Explorers
- Palm Springs Life
- Parenting OC
- Press Enterprise
- Press Telegram
- Redfin Blog
- Riviera Magazine
- San Diego City Beat
- San Diego Magazine
- San Francisco Chronicle
- SanDiegoNews.com
- SanDiegoNews.com
- Santa Cruz Sentinel
- Sea Magazine
- See California
- Shermans Travel
- Skiff Life
- Smart Destinations
- Southern California Life Magazine
- Subaru Driving Magazine
- Sunset Magazine
- Terre Magnum
- The Capistrano Dispatch
- The Current
- The Huffington Post
- The Log
- The Sun
- Time Out LA
- Time Warner Cable
- Tiny Oranges
- Travelin' Cousins
- Union Tribune San Diego
- USA Today
- Visit California
- West Jet Magazine
- Westways Magazine

Christmas Boat Parade & Ring of Lights SPONSORSHIP OPPORTUNITIES
Presenting Sponsor

BENEFITS

$25,000

ON-SITE SIGNAGE & SAMPLING

- Banner display on Lead Boat
- Live mentions all five nights
- Logo on Balboa Ferry and PCH banners
- 10x20 booth or display footprint at Marina Park, in premium location
- Four product sampling opportunities: direct mail and in-person

COLLATERAL & ADVERTISING/PR

- Logo featured in cover of official program plus full-page ad
- Logo on all event materials and mailings
- Logo on all media buys
- Spotlight on Newport Beach TV and logo throughout parade broadcast
- Listing in all EVENT news releases
- Sponsor mention on pre-taped and live news segments

WEBSITE & SOCIAL MEDIA

- Logo on official website
- Sponsor mention on Twitter and Facebook
- Two sponsor promo offers on Twitter and Facebook
- One sponsor eBlast to database
- Logo and mention surrounding parade sweepstake on social media
Presenting Sponsor

BENEFITS (continued)

$25,000

RIGHTS & PARTNER SERVICES

• Right to use EVENT marks and logo
• Right to mount a promotion around the EVENT
• Dedicated client services rep
• Post EVENT recap report

TICKETS & HOSPITALITY

• Ten guests aboard the Santa Boat, one night
• Four tickets to attend the Commodore’s Club Parade Kick-off Reception honoring the Grand Marshal, with meet and greet at the Balboa Bay Resort

PARADE AWARDS DINNER & AUCTION

• Table of ten at event
• Verbal recognition for company and key leadership
• Logo featured throughout event program
• Full-page ad in official program
Official Sponsor

BENEFITS

ON-SITE SIGNAGE & SAMPLING
- Banner display on Grand Marshal Boat
- Live mentions all five nights
- Logo on Balboa Ferry and PCH banners
- 10x10 booth or display footprint at Marina Park
- Two product sampling opportunities: in-person at Skipper’s and Marshal’s meetings

COLLATERAL & ADVERTISING/PR
- Logo featured in cover of official program plus full-page ad
- Logo on all event materials and mailings
- Logo on all media buys
- Spotlight on Newport Beach TV and logo throughout parade broadcast
- Listing in all EVENT news releases
- Sponsor mention on pre-taped and live news segments

WEBSITE & SOCIAL MEDIA
- Logo on official website
- Sponsor mention on Twitter and Facebook
- Two sponsor promo offers on Twitter and Facebook
- Logo and mention surrounding parade sweepstake on social media

$15,000
Official Sponsor

BENEFITS (continued)

$15,000

RIGHTS & PARTNER SERVICES
- Right to use EVENT marks and logo
- Right to mount a promotion around the EVENT
- Dedicated client services rep
- Post EVENT recap report

TICKETS & HOSPITALITY
- Ten guests aboard the Santa Boat, one night
- Two tickets to attend the Commodore’s Club Parade Kick-off Reception honoring the Grand Marshal at the Balboa Bay Resort

PARADE AWARDS DINNER & AUCTION
- Six tickets to attend the event
- Logo featured throughout event program
- Full-page ad in official program
Feature Sponsor

**BENEFITS**

**ON-SITE SIGNAGE & SAMPLING**
- Live mentions all five nights
- Logo on PCH banners
- 10x10 booth or display footprint at Marina Park
- Two product sampling opportunities: in-person at Skipper’s and Marshal’s meetings

**COLLATERAL & ADVERTISING/PR**
- Logo featured in cover of official program plus half-page ad
- Logo on all EVENT poster
- Logo on Newport Beach TV parade broadcast
- Listing in all EVENT news releases

**WEBSITE & SOCIAL MEDIA**
- Logo on official website
- Sponsor mention on Twitter and Facebook
- Logo and mention surrounding parade sweepstake on social media

**$10,000**
Feature Sponsor

BENEFITS (continued)

$10,000

**RIGHTS & PARTNER SERVICES**
- Right to use EVENT marks and logo
- Right to mount a promotion around the EVENT
- Dedicated client services rep
- Post EVENT recap report

**TICKETS & HOSPITALITY**
- Two tickets to attend the Commodore’s Club Parade Kick-off Reception honoring the Grand Marshal at the Balboa Bay Resort

**PARADE AWARDS DINNER & AUCTION**
- Four tickets to attend the event
- Logo featured throughout event program
- Half-page ad in official program
Parade Sponsor

**BENEFITS**

**$5,000**

**ON-SITE SIGNAGE & SAMPLING**
- Live mentions all five nights
- Logo on PCH banners
- 10x10 booth or display footprint at Marina Park

**COLLATERAL & ADVERTISING/PR**
- Logo featured in cover of official program plus quarter-page ad
- Logo on EVENT poster
- Logo on Newport Beach TV parade broadcast
- Listing in all EVENT news releases

**TICKETS & HOSPITALITY**
- Two tickets to attend the Commodore’s Club Parade Kick-off Reception honoring the Grand Marshal at the Balboa Bay Resort

**WEBSITE & SOCIAL MEDIA**
- Logo on official website
- Sponsor mention on Twitter and Facebook

**PARADE AWARDS DINNER & AUCTION**
- Two tickets to attend the event
- Logo featured throughout event program
- Quarter-page ad in official program

**RIGHTS & PARTNER SERVICES**
- Right to use EVENT marks and logo
- Right to mount a promotion around the EVENT
- Dedicated client services rep
- Post EVENT recap report
PAST SPONSORS - 2015

Presenting

Simple Green
City of Newport Beach
California
Meguiar's

Sponsors

Tito's Handmade Vodka
Visit Newport Beach California
Sun Country Marine
Daily Pilot
McKinna Yachts
Uber
Cox

Christmas Boat Parade & Ring of Lights SPONSORSHIP OPPORTUNITIES
In an effort to enhance the visitor experience surrounding the Newport Beach Christmas Boat Parade the Parade Route Map has been refreshed:

- Featuring Public Viewing Locations
- Identifying Dine & Watch Locations
- Highlighting Parking Options
RING OF LIGHTS

Serving as the backdrop for the hundreds of lighted boats in the parade is the annual Ring of Lights’ contest.

- Hosted by the Commodores Club of the Newport Beach Chamber of Commerce
- Beautifully decorated bayside homes and businesses surrounding the harbor go “all out” with their own holiday spirit, featuring everything from roof-top animated scenes to dancing Christmas trees
- With its own judged categories and prizes awarded, the “Ring of Lights” has become as celebrated as the boat parade itself

Photos: Bleu Cotton Photography, Inc.
Both the Boat Parade and the Ring of Lights competitions culminate at the annual Awards Dinner & Auction. The event will be held on January 27, 2017 at the Island Hotel Newport Beach. More than 500 attendees gather to celebrate this Newport Beach tradition.

Open to the public, this gala event will honor award winners from both competitions and raise funds for the next year’s parade.

All award winners will receive two complimentary tickets to the event. The party will feature live entertainment, dancing and an incredible live and silent auction.

Known for its extensive auction, there will be hundreds of unique items to choose from including:

- travel excursions
- weekend getaways
- fine dining
- rare jewelry
- art
- hotel stays

….. and just about anything else you can imagine. Whether a seasoned bidder or a novice, there’s sure to be an item to fit everyone’s wishes!
1907 Tournament of Lights
Actually began as a summer time event. John Scarpa, an obscure Italian gondolier, and Joseph Beek, developer of Beacon Bay, the Balboa Ferry Line and the principal force in the early development of Balboa Island, began the tradition of lighting boats by taking a group of visitors from Pasadena across the bay in a gondola decorated with Japanese lanterns.

July 4, 1908, the first lighted boat parade took place. Scarpa, along with his fellow small boat operators, put together a loosely organized affair consisting of nine vessels. The parade, illuminated by Japanese lanterns, was led by Scarpa's gondola and followed by eight canoes. Scarpa has been credited with creating the first lighted boat parade.

1913 Illuminated Water Parade was renamed. The boats were judged and prizes for the best decorated and best lighted vessels were given.
1914 - Fourth of July, 1915 an even larger turnout was experienced. Historians say that as many as forty launches, canoes and rowboats participated in the celebration. The spectacular event featured a derelict boat hull that was set afire, followed by a dramatic “rescue” of passengers, a “Battle of Fireworks” between two launches and the explosion of two underwater mines. The relatively dangerous celebration was witnessed by thousands of visitors.

1916-1918 World War I erupted and a severe depression hit Newport Harbor. 1919 Joseph Beek, who at the time was operating ferryboats, came to rescue the lighted boat parade. Most of the early participants were children who decorated floats that were towed around the harbor. The floats were constructed in Beek’s garage and many were patterned after those seen in the Pasadena Tournament of Roses Parade.

1914 The city fathers believed that the light parade was drawing too many visitors to the harbor during the summer. The Beek family provided one of their ferryboats for the floating Christmas tree celebration during the holidays. And the Tournament of Lights came back as a Christmas celebration.
For more information contact:

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