



# Newport Beach Christmas Boat Parade

## 2016 SPONSORSHIP OPPORTUNITIES



[ChristmasBoatParade.com](http://ChristmasBoatParade.com)



ChristmasBoatParade



nbboatparade



THE COMMODORES CLUB



NEWPORT BEACH  
CHAMBER OF COMMERCE  
The Business and Community Resource



# EVENT DETAILS



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



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.



Some boat owners in the past have spent over \$50,000 to decorate their vessels for the event.



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.



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.



# NOTABLE DISTINCTIONS



## #2 Destination in the Nation for Holiday Lights

Yahoo Travel, 2011

## TOP TEN Christmas Happenings in the nation

New York Times, 2011

## 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

TOTAL PR  
VALUE  
**\$3,233,535**

## NEW TO 2016

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

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



# 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





# PARADE GRAND MARSHALS

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!



**SURROUND YOURSELF WITH STARS THIS SEASON**

You are invited to the opening night of America's longest-running boat parade, and what *The New York Times* calls "one of the nation's most spectacular holiday events!"

Grand Marshal, Arte Moreno, owner of the Los Angeles Angels of Anaheim

Star-studded entertainment by contestants from Season 8 of "The Voice"

**WEDNESDAY, DECEMBER 16, 2015 • 4:30PM**  
Balboa Bay Resort, Bayview Lawn  
1221 West Coast Hwy, Newport Beach 92663

Meet the Grand Marshal and other parade dignitaries as we kick off the 107<sup>th</sup> Newport Beach Christmas Boat Parade. Panoramic views of the Newport Harbor will be backdrop to this annual holiday tradition. Media will have the opportunity to view the parade from the Balboa Bay Resort.





# MEDIA COVERAGE

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



- |  |   |  |  |   |
|--|---|--|--|---|
| <ul style="list-style-type: none"> <li>• 104.3 My FM</li> <li>• ABC 7 News</li> <li>• Access Hollywood</li> <li>• Amazing Escapes</li> <li>• Better Living SoCal</li> <li>• Boating Times</li> <li>• California Life HD</li> <li>• CBS Los Angeles</li> <li>• Coast Magazine</li> <li>• Daily Pilot</li> <li>• DayTripping Mom</li> <li>• Discover Boating</li> <li>• Drink, Play, Grub</li> <li>• E! News</li> <li>• Eat Drink OC</li> <li>• Entertainment Tonight</li> <li>• Extra</li> <li>• FOX 11 News</li> <li>• Getty Images</li> <li>• Haute Living</li> </ul> | <ul style="list-style-type: none"> <li>• Hot 92.3</li> <li>• Houseboat Magazine</li> <li>• Insider</li> <li>• K-Earth 101</li> <li>• KCAL CBS LA</li> <li>• KFROG/CBSLA</li> <li>• KMIR</li> <li>• KOCI 101.5</li> <li>• KTLA</li> <li>• KTST FM</li> <li>• LA Downtown News</li> <li>• LA Parent</li> <li>• LA Weekly</li> <li>• Laguna Beach Magazine</li> <li>• Locale Magazine</li> <li>• Los Angeles Magazine</li> <li>• Los Angeles Times</li> <li>• Modern Luxury</li> <li>• Nautical Luxuries</li> <li>• NBC Los Angeles</li> </ul> | <ul style="list-style-type: none"> <li>• Newport Beach Independent</li> <li>• Newport Beach Lifestyle</li> <li>• Newport Beach Magazine</li> <li>• Newsweek</li> <li>• OC Coastal Properties</li> <li>• OC Family</li> <li>• OC Metro</li> <li>• OC Mom Blog</li> <li>• OC Mom Magazine</li> <li>• OC Mommies</li> <li>• OC Register</li> <li>• OC Register Magazine</li> <li>• OC Weekly</li> <li>• Orange Coast Magazine</li> <li>• Pacific Coast Explorers</li> <li>• Palm Springs Life</li> <li>• Parenting OC</li> <li>• Press Enterprise</li> <li>• Press Telegram</li> <li>• Redfin Blog</li> </ul> | <ul style="list-style-type: none"> <li>• Riviera Magazine</li> <li>• San Diego City Beat</li> <li>• San Diego Magazine</li> <li>• San Francisco Chronicle</li> <li>• SanDiegoNews.com</li> <li>• SanDiegoNews.com</li> <li>• Santa Cruz Sentinel</li> <li>• Sea Magazine</li> <li>• See California</li> <li>• Shermans Travel</li> <li>• Skiff Life</li> <li>• Smart Destinations</li> <li>• Southern California Life Magazine</li> <li>• Subaru Driving Magazine</li> <li>• Sunset Magazine</li> <li>• Terre Magnum</li> <li>• The Capistrano Dispatch</li> <li>• The Current</li> <li>• The Huffington Post</li> </ul> | <ul style="list-style-type: none"> <li>• The Log</li> <li>• The Sun</li> <li>• Time Out LA</li> <li>• Time Warner Cable</li> <li>• Tiny Oranges</li> <li>• Travelin' Cousins</li> <li>• Union Tribune San Diego</li> <li>• USA Today</li> <li>• Visit California</li> <li>• West Jet Magazine</li> <li>• Westways Magazine</li> </ul> |
|--|---|--|--|---|



Los Angeles Times



YAHOO! EXTRA



# 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

\$15,000



### 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





# 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

\$10,000



### 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



# 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

## PARADE AWARDS DINNER & AUCTION

- Two tickets to attend the event
- Logo featured throughout event program
- Quarter-page ad in official program

## WEBSITE & SOCIAL MEDIA

- Logo on official website
- Sponsor mention on Twitter and Facebook

## 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



Sponsors

*Tito's.*  
  
*Handmade*  
VODKA

VISIT *Newport*  
BEACH  
CALIFORNIA

  
SunCountry  
MARINE

Daily  Pilot

McKINNA  
  
YACHTS

 DAVEY'S  
LOCKER  
WHALEWATCHING & SPORTFISHING

U B E R

COX



# PARADE ROUTE MAP



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

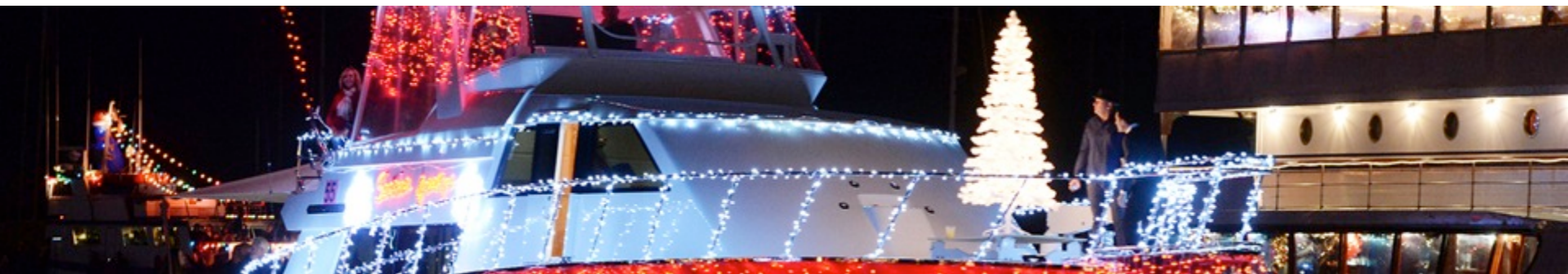


Photos: Bleu Cotton Photography, Inc.





# AWARDS DINNER & AUCTION



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
- fine dining
- art
- weekend getaways
- rare jewelry
- 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!





# PARADE HISTORY

## 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.



1907



1908

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

1913 Illuminated Water Parade was renamed. The boats were judged and prizes for the best decorated and best lighted vessels were given.



# PARADE HISTORY



**1949** 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.



1949



1916-1919

**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



**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.





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