

Dear San Jose Holiday Parade Sponsor and Partner,

For 29 years, the San Jose Holiday Parade has provided holiday magic and memories to over one million parade enthusiasts from across the globe. Over time, our small group of parade units, participants, sponsors and volunteers has developed into a vast network of dedicated followers, whose excitement for the parade rivals our own allegiance. As we close out another year of the San Jose Holiday Parade, we look back at the generous support you've provided us through 29 parades. For many of you, the parade is an annual tradition which allows you to give back to a community close to your heart. For others, this may have been the beginning of a new tradition shared with family and friends. Whichever the case, we are honored that you have been part of our every growing parade family.

Initially conceived as a small town parade to celebrate the seasonal opening of Christmas in the Park, the parade has matured into an internationally recognized event, commemorating the cultural diversity, seasonal vibrancy and festive spirit of one of our nation's largest cities. From the giant helium balloons to the rousing performances of marching bands, there is no doubt the excitement of the parade has connected with you in one way or another. It is these connections that have driven the spirit of the San Jose Holiday Parade through three generations of parade enthusiasts.

Over the last ten years, the San Jose Holiday Parade has become recognized as one of the "Top 25 Parades" in the United States while receiving 39 statewide awards and 57 international awards, including the Grand Pinnacle award for the top event internationally in 2006.

The budget shortfalls affecting nearly every agency throughout the state over the last few years has unfortunately affected the City of San José as well. This has resulted in a number of programs eliminated, including the San Jose Holiday Parade in July of 2010. The Mayor and City Council were able to find funding for the December 2010 parade while hoping a new parade producer steps in to continue this annual holiday tradition.

While the City of San José works through current economic shortfalls and looks for a new producer of the parade, the current creative and production team have been moved to new assignments and new career challenges.

We have been proud to bring you one of the top parades in the country. We have always been honored to be a part of your family traditions as we have attempted to bring you -
"Millions of Smiles...A Lifetime of Memories."

Please continue to visit us at www.sanjoseholidayparade.com for updates and become a Facebook Fan of the San Jose Holiday Parade at www.facebook.com/sjholidayparade.

In the next few weeks, we will also let you know of the Sponsor and Partner Luncheon, as we celebrate the 2010 parade, which will be held sometime in March. Please keep an eye out for the Save The Date.

We hope this is not good-bye, but until we see you again...

Be the excitement.

-San Jose Holiday Parade Team

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