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Auxiliary Events

“Tee” for Toys Golf Tournament – August 24, 2007

The parade partners with several non-profit organizations each year. In 2002, the San Jose Holiday Parade wanted to highlight the outstanding efforts of the United States Marine Corp and their Toys for Tots program by creating the 1st Annual “Tee” for Toys Golf Tournament. The goal of this golf tournament is to raise toys and money for both programs to assist in spreading joy to thousands of children during the holiday season. These two organizations have collaborated for the last nine years showcasing a USMC Toys for Tots float and presentation of the USMC Band and Colorguard during the San Jose Holiday Parade. The evening after the parade, a Toys For Tots benefit concert featuring the USMC band entertains thousands at ParadeFest @ Christmas in the Park. This golf tournament helps raise the funds necessary to pay for the travel expenses for the band to appear.

Inflation Celebration @ Christmas in the Park – December 1, 2007

Inflation Celebration is an evening of fun, excitement, entertainment and a “Sneak Preview” of the San Jose Holiday Parade. The night before the parade, giant helium balloons are inflated, beautifully decorated floats are showcased, music and dance performances get the crowd on their feet, and fun and excitement is in the air. It’s a chance to get up close and personal with photo opportunities for the media and families alike.

ParadeFest @ Christmas in the Park – December 2, 2007

The fun and excitement of the San Jose Holiday Parade doesn’t end with Santa’s arrival and the cameras being switched off. To continue the festivities, ParadeFest @ Christmas in the Park was developed as a resource fair highlighting the non-profit organizations and corporate sponsors that are in the parade. ParadeFest takes place in the center of Christmas in the Park following the San Jose Holiday Parade and concludes in the evening with the Toys for Tots benefit concert featuring the United States Marine Corp Band. Meet and greet sessions with some of the parade’s special guests and entertainment are provided throughout the afternoon drawing attention to the booths around it. This is a great opportunity for non-profit organizations and corporate sponsors to extend their participation in the San Jose Holiday Parade and to reach thousands of potential customers one-on-one.