

PHILADELPHIA VETERANS PARADE & FESTIVAL

Support, Sponsor & Stand with Our Heroes



NOVEMBER 8, 2026



THEY SERVED YOU... NOW IT'S YOUR TURN TO SERVE THEM

Sponsor the 2026 Philadelphia Veterans Parade & Festival and send a powerful message.

We can't do it without YOU

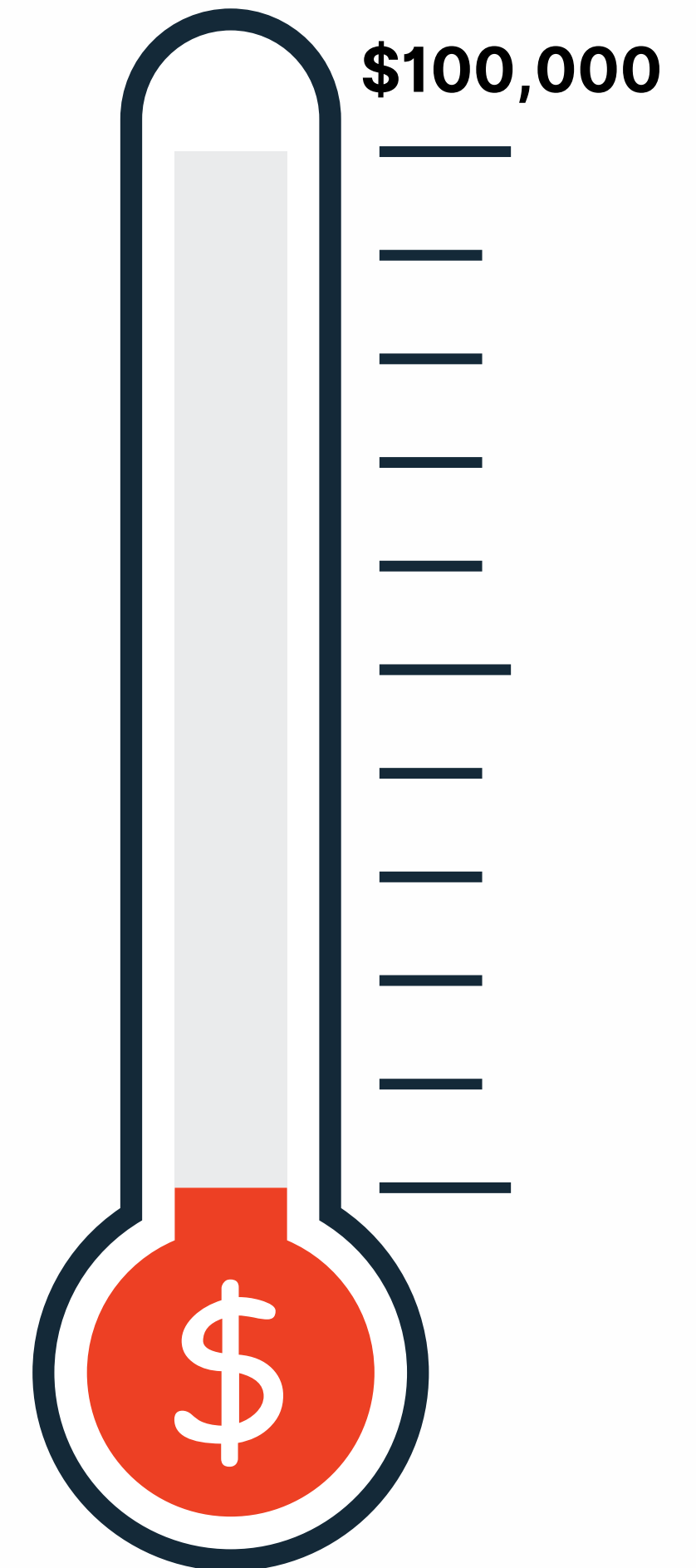
Your sponsorship honors our heroes and ensures they receive the recognition they deserve. Stand with those who served. Sponsor the parade to celebrate their sacrifice, share their stories, and unite our community in gratitude.

MARCHING TOWARD OUR \$100,000 GOAL

Our fundraising goal is \$100,000 to cover essential costs

Your Sponsorship Supports

- Permitting and processing fees
- Security, barricades & insurance
- Transportation for senior and disabled veterans
- Stage, sound, and parade operations
- Festival activities
- Veteran resource areas
- Outreach efforts
- Event photography
- Equipment rentals & portable restrooms
- Pre and post event cleanup



WHY YOU SHOULD CARE

The parade unites thousands, recognizing the service and sacrifice of those who defend our freedom



Veteran Issues

- Over 6,000 PA veterans transition out of service annually
- 1 in 4 veterans struggle with PTSD
- Hundreds of veterans in Philly are homeless
- Veteran suicide rates are 1.5x higher than the general population
- 200+ Pennsylvania veterans are lost to suicide each year

Our Mission & Impact

- Celebrate our military history and those who defended our freedom
- Raise awareness of veteran issues to ensure no hero is forgotten
- Unite communities and strengthen connections between civilians and veterans

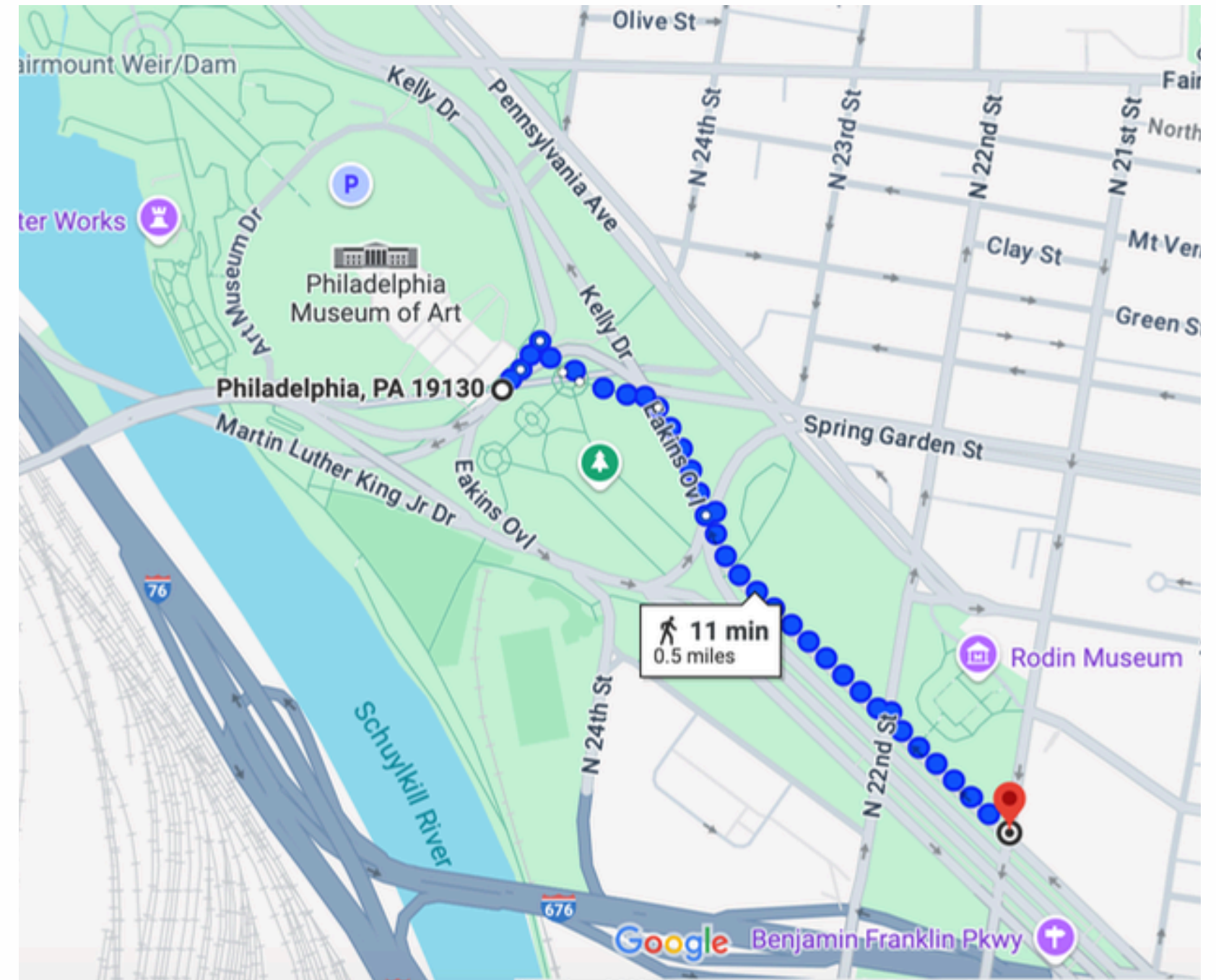
Connecting Veterans to Resources

- Veteran Service Organizations provide benefits at the Parade & Festival
- On-site programs offer job, healthcare, and housing assistance

THE VETERANS PARADE

DETAILS & DEMOGRAPHICS

- Sunday, November 8 at 12 p.m.
- Starts at 21st St. & Benjamin Franklin Parkway, ending with grandstand seating located at The Philadelphia Art Museum
- 4 Million Viewers Through Media Coverage
- Broadcast to 30,000+ on 6abc
- 7,000+ Parade Participants
- 3,000+ Parade Attendees
- 1,000 Email Newsletter Subscribers & Social Media Followers



THE PATRIOTS FESTIVAL

EVENT DETAILS & DEMOGRAPHICS

- The Festival is open 12- 4 p.m. at Eakins Oval
- More than 3,000 parade participants and attendees visit the Festival
- Showcasing
 - 10 Veteran-Owned Businesses & Artisans
 - 60 Veteran Service Organizations
 - 8 Delicious Food Trucks
 - Veteran-Owned Beer Garden
 - Live Entertainment: DJs & Bands
 - Moon Bounce & Activities for Kids
 - Military Vehicles & Interactive Displays



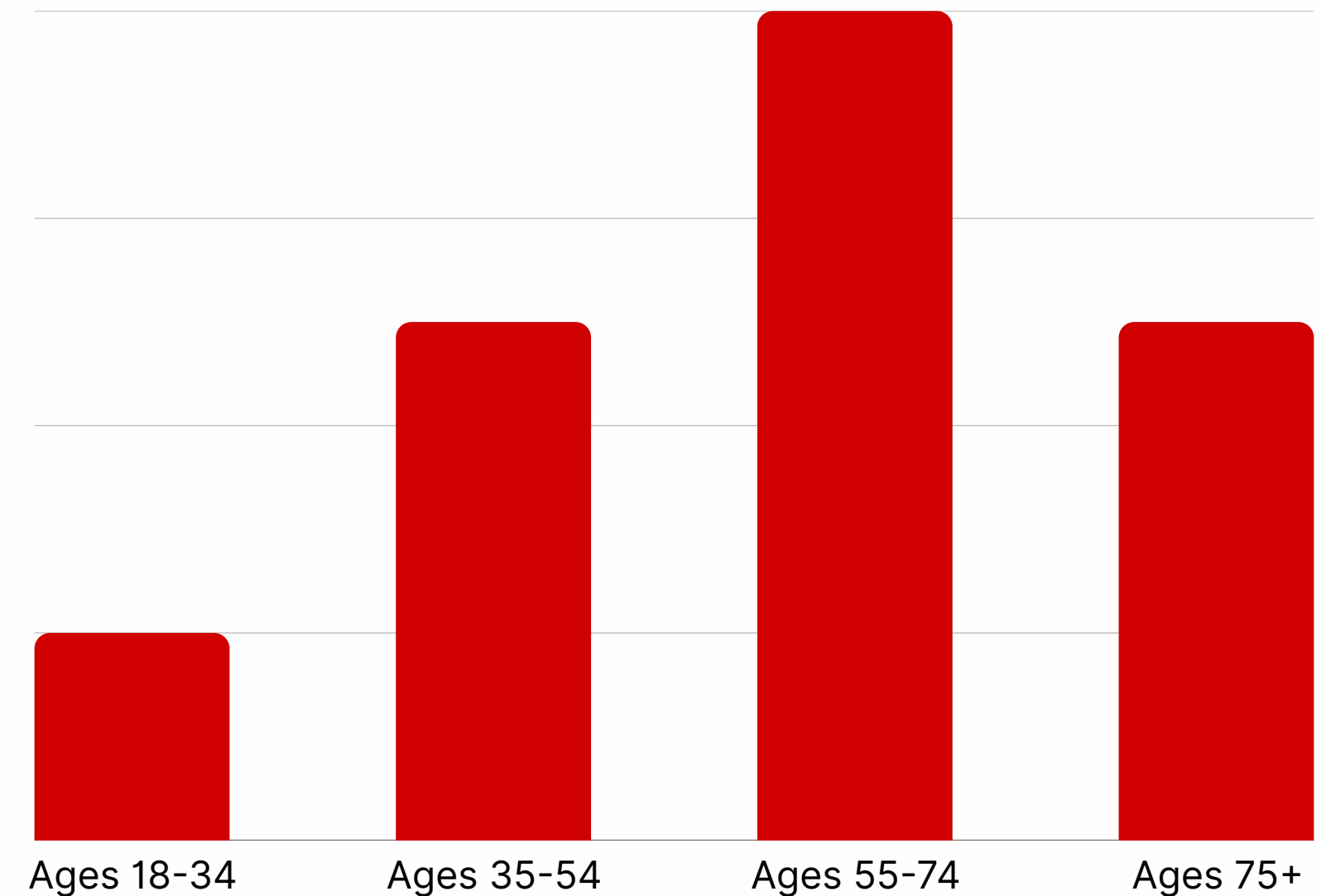
UNDERSTANDING OUR AUDIENCE

The Parade & Festival attract a diverse and engaged audience, providing exceptional sponsorship visibility across key demographics.



Audience Breakdown

7



- High-impact exposure with patriotic audience of active-duty military, families & veterans
- Strong buying power
- Business decision makers and local community leaders
- Multi-generational reach

INVEST IN PATRIOTISM

- ★ Parade Title Sponsor Contact Steve Phillabaum for details
- ★ Festival Title Sponsor \$30,000
- ★ Platinum Sponsor \$15,000
- ★ Gold Sponsor \$10,000
- ★ Silver Sponsor \$5,000
- ★ Bronze Sponsor \$3,000
- ★ Community Sponsor \$1,500



FESTIVAL TITLE SPONSOR

\$30,000

Exclusive Opportunity

- On-air interview with 6ABC
- Custom email newsletter to audience of 1,000 veterans and community leaders
- Sponsor recognition during the parade
- Premium activation placement at the festival
- Five social media features
- Prime grandstand seating
- Preferred parade marching placement
- Parade application fee waived
- Branding on volunteer lanyards
- 16 tickets to the hospitality tent
- Inclusion in press materials
- Premier logo placement on parade website



PLATINUM SPONSOR

\$15,000



Benefits

- On-air interview with 6ABC
- Custom email newsletter to audience of 1,000 veterans and community leaders
- Sponsor recognition during the parade
- Brand activation placement at the festival
- Four social media features
- Grandstand seating
- Opportunity to march in the parade
- Parade application fee waived
- Branding on volunteer lanyards
- 10 tickets to the hospitality tent
- Logo on the parade website

GOLD SPONSOR

\$10,000

Benefits

- On-air interview with 6ABC
- Custom email newsletter to audience of 1,000 veterans and community leaders
- Sponsor recognition during the parade
- Brand activation placement at the festival
- Three social media features
- Grandstand seating
- Opportunity to march in the parade
- Parade application fee waived
- Six tickets to the hospitality tent
- Logo on the parade website



SILVER SPONSOR

\$5,000

Benefits

- Sponsor recognition during the parade
- Brand activation placement at the festival
- Three social media features
- Grandstand seating
- Opportunity to march in the parade
- Parade application fee waived
- Four tickets to the hospitality tent
- Logo on the parade website



BRONZE SPONSOR

\$3,000

Benefits

- Sponsor recognition during the parade
- Two social media features
- Opportunity to march in the parade
- Parade application fee waived
- Four tickets to the hospitality tent
- Logo on the parade website



COMMUNITY SPONSOR

\$1,500

Benefits

- Sponsor recognition during the parade
- One social media feature
- Opportunity to march in the parade
- Parade application fee waived
- Two tickets to the hospitality tent
- Logo on the parade website



STAND WITH OUR HEROES

SUPPORT MISSION-SPECIFIC SPONSORSHIPS

- ★ Gold Sanitation Sponsor \$10,000 for portable restrooms at Parade & Festival
- ★ Silver Swag Sponsor \$5,000 for t-shirts with brand logo for attendees
- ★ Silver Seating Sponsor \$5,000 for comfortable seating for our senior citizen veterans
- ★ Bronze Refreshment Sponsor \$3,000 for coffee & water for volunteers & parade participants during setup
- ★ Bronze Catering Sponsor \$3,000 for food & beverages at hospitality tent
- ★ Community Music Sponsor \$1,500 for live entertainment at festival

THE LEADERS BEHIND THE LEGACY

MEET THE PARADE TEAM



ANTHONY MURPHY
PRESIDENT



STEVE PHILLABAUM
TREASURER



LINCOLN STREHLE
SECRETARY

EMAIL US

Steve Phillabaum, Parade Treasurer
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Your Unfinished Business Public Relations & Marketing
Sarah@yubpr.com

VISIT OUR WEBSITE

phillyveteransparade.org

FOLLOW US

[@phillyvetparade](https://www.instagram.com/phillyvetparade)

