

# 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**

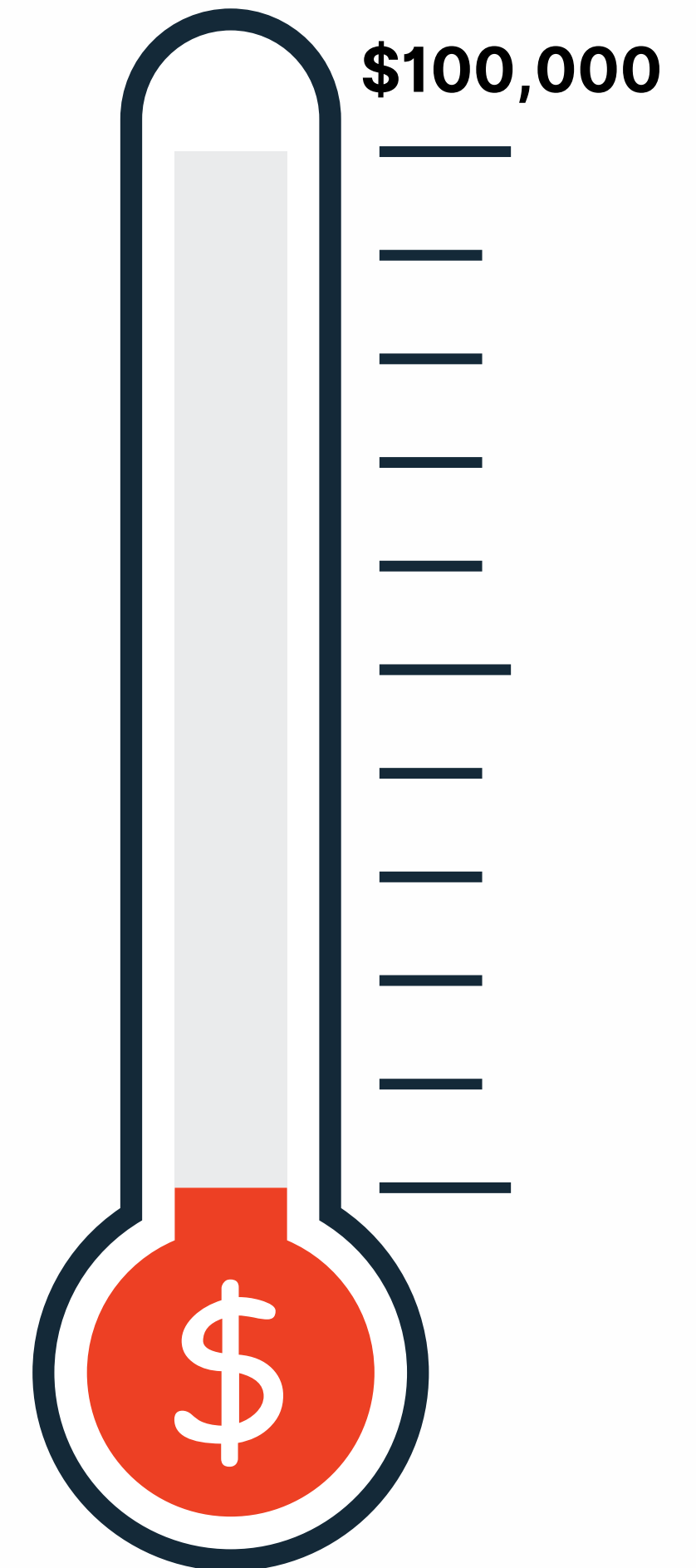
Your sponsorship honors our heroes and ensures they receive the recognition they deserve. Stand with those who served. Sponsor the parade to celebrate their sacrifice, share their stories, and unite our community in gratitude.

# 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

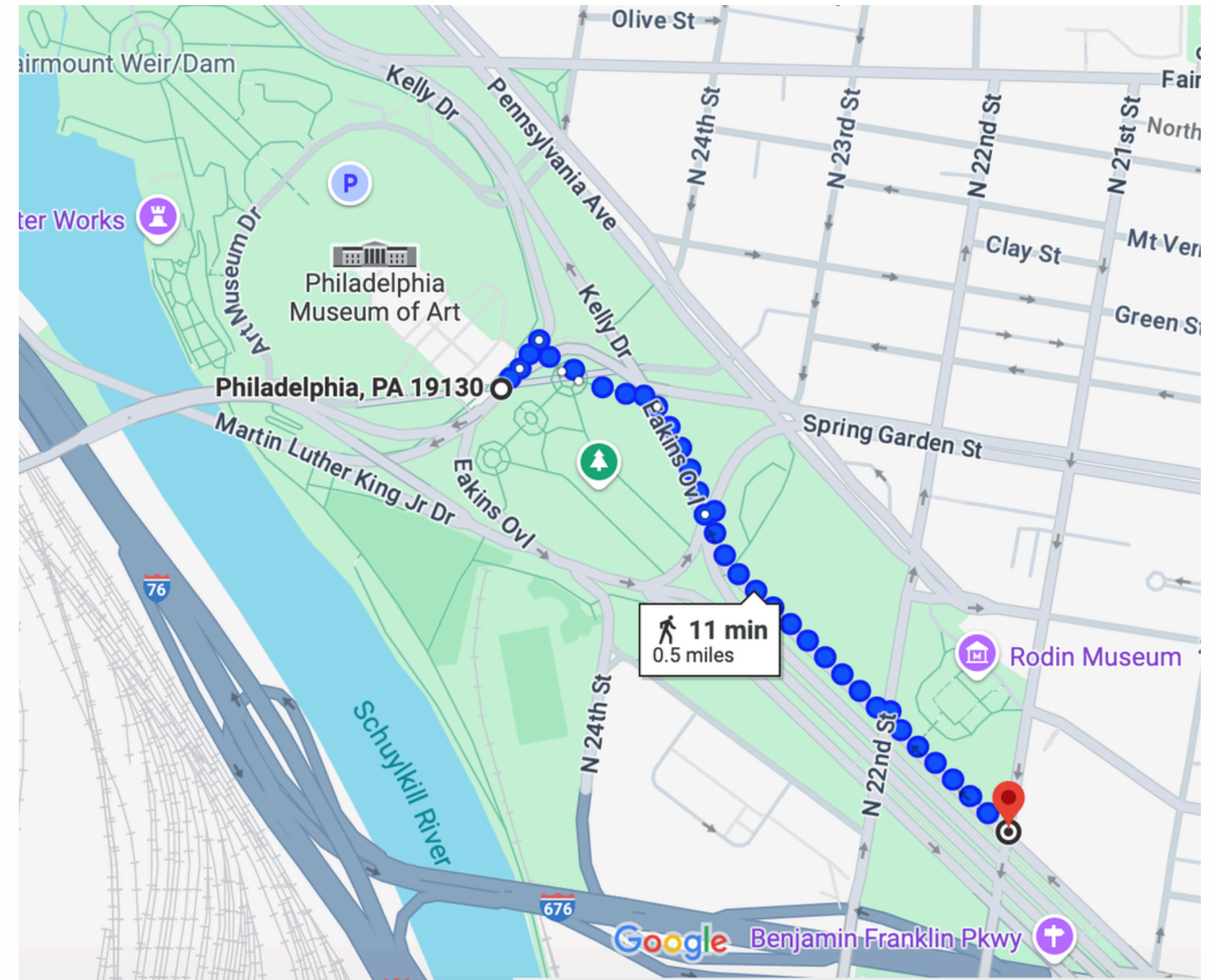
## Connecting Veterans to Resources

- 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 12:00 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 FESTIVAL

## EVENT DETAILS & DEMOGRAPHICS

- The Festival is open 12:30pm- 3:30pm at Eakins Oval
- More than 3,000 parade participants and attendees visit the Festival
- Showcasing
  - Veteran-Owned Businesses & Artisans
  - Veteran Service Organizations
  - A Variety of Delicious Food Trucks
  - Veteran-Owned Beer Garden
  - Live Entertainment: DJs & Bands
  - Activities for Kids
  - Military Vehicles & Interactive Displays



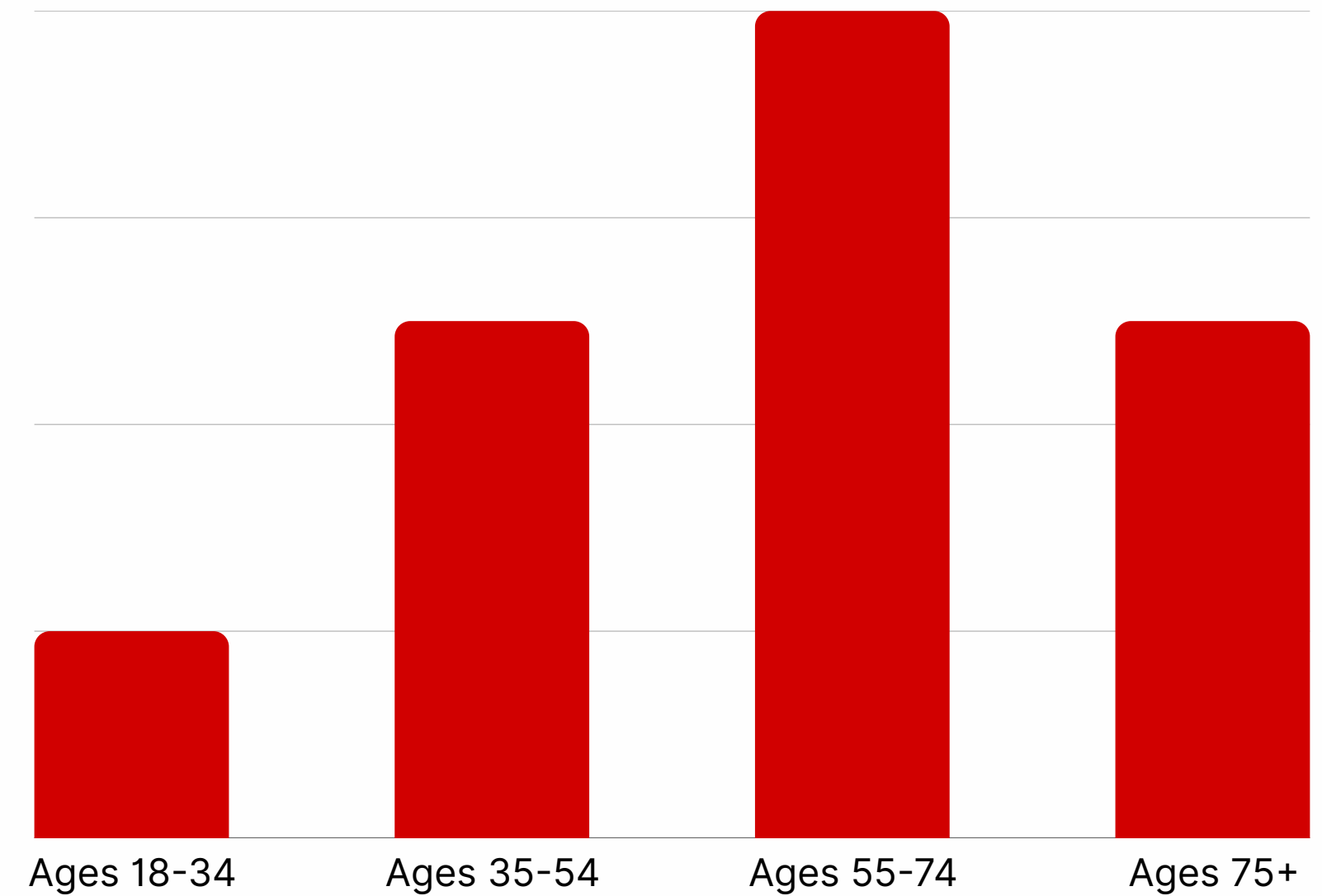
# UNDERSTANDING OUR AUDIENCE

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](mailto:Sarah@yubpr.com)

## VISIT OUR WEBSITE

[phillyveteransparade.org](http://phillyveteransparade.org)

## FOLLOW US

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

