



Saturday, December 5, 2026
Downtown Pontiac



Holiday Extravaganza
PO Box 432224
Pontiac, MI 48343
248-421-7198
holidayextravaganza.org



Our Mission:

The Holiday Extravaganza mission is to bring together the residents of Oakland County's cities and townships to share together in celebration of the holiday season in the heart of Oakland County.

Our History: The Greater Pontiac Host Committee has coordinated and provided leadership to a Christmas parade in Pontiac since 1981 which, at that time, included one fire truck from the City of Pontiac and one high school marching band.

Today, we continue to provide a legacy quality of life experience through the Greater Pontiac Host Committee (501c3) consisting of a Board of Directors, Community Partner Committee, and the Strategic Leadership Committee, coordinates all fundraising and coordinating Holiday Extravaganza Parade, as well as the WinterFUN Festival, and Jr. Grand Marshal Scholarship and awards program.





Holiday Extravaganza, presented by the communities of Auburn Hills, Pontiac, Waterford, and White Lake, provides you the opportunity to support an amazing collaborative outreach community event.

Holiday Extravaganza



est. 1981

communities of:

45 YEARS fun!
AUBURN HILLS
PONTIAC
WATERFORD
WHITE LAKE

HOLIDAY COLLABORATION

"The City of Auburn Hills is honored to be a community partner of the Annual Holiday Extravaganza in Pontiac, Michigan. We are pleased to participate in the fun family-centered festivities, the accomplishments of the Fran and Russ Anderson Family Legacy Fund Scholarship Winners, and the celebration of the holiday season."

Eugene Hawkins, III Mayor
City of Auburn Hills



"With friends and neighbors gathered together to celebrate, the Holiday Extravaganza is a must-see spectacle. Pontiac families are looking forward to the festivities this coming December. We look forward to seeing you in historic Downtown Pontiac!"

Mike McGuinness, Mayor
City of Pontiac



"The most wonderful time of the year is even more wonderful when celebrating with our friends and neighbors from Auburn Hills, Pontiac, and White Lake. Waterford Township is proud to be a part of the Holiday Extravaganza each and every year." -

Anthony Bartolotta, Supervisor
Waterford Township



"The Holiday Extravaganza Parade is such a special event for our community. Anytime you can bring multiple communities together to celebrate the season, share in the excitement, and spread good cheer, there's truly no downside. It's what the holidays are all about."

Rik Kowall, Supervisor
Township of White Lake



SAVE THE DATE!

GOLD PARTNERS \$5,000



The Holiday Extravaganza Parade, presented by the communities of Auburn Hills, Pontiac, Waterford, and White Lake, provides you the opportunity to support a beautiful professional float.

OUR SPONSORS WILL RECEIVE:

- Company logo placed in all printed material as a Gold Sponsor
- Company listed in most media ads and press releases as a Gold Sponsor
- Exclusivity in their industry for this sponsorship opportunity
- Company listed on a promotional DVD
- Company signage placed on float
- Company can provide volunteers for costume characters that accent float
- Performance is taped on a local network and will announce the local Gold sponsor
- 10 x 10 space in the sponsorship area
- Company logo placed on the Holiday Extravaganza website for an entire year
- Right of First Refusal for 2027



WINTERFUN FESTIVAL SPONSOR \$2,500



Holiday Extravaganza, presented by the communities of Auburn Hills, Pontiac, Waterford, and White Lake, provides you with an opportunity to support the wonderful WinterFUN Festival, which will include:

OUR SPONSORS WILL RECEIVE:

- Company logo listed in media ads as the Silver Sponsor
- Company listed in some press releases as the Silver Sponsor
- Company logo on signage within Winter Art Festival
- 4 Tickets - 5K Run Elf Run
- 2 Tickets -Elf Magic Fundraiser -
October 22nd - Shark Club - Waterford
- Company logo placed on the Holiday Extravaganza website for an entire year
- Company listed on promotional community DVD
- Right of First Refusal for 2027





COMMUNITY PAINTING SPONSOR \$5,000

The Holiday Extravaganza, presented by the communities of Auburn Hills, Pontiac, Waterford, and White Lake for over 40 years invites you to become a sponsor of our very popular Senior Citizens Warming Area. This area is an inside viewing area to allow our seniors the opportunity to watch the entire parade while they are staying warm, enjoying fellowship and special refreshments.



2025 Holiday Extravaganza Community Art
"Hand in Hand"
Making a Difference



Meet our Artist

I'm Daniel Cascardo - A visual and interactive artist, designer, and founder of Cascardo Art & Design. Over 30+ years, I've developed a unique body of work that spans original paintings, murals, sculptures and now fashion and lifestyle merchandise. My work is rooted in the belief that art should be joyful, inclusive and transformative - and that it should live not only on walls, but in the everyday lives of people.

Holiday Extravaganza has sponsored the community paintings for over 10+ years. This year as we celebrate our 45th Holiday Extravaganza we will place some of our art pieces on display during Holiday Extravaganza. These artpieces were created by people who attend the event.

Each person adding their artistic ability and TOGETHER creating a masterpiece.

Note - picture above is the outline drawing and finished painting.

Sponsor Receives

- Company Logo placed on all promotional information
- Company listed in all social media regarding community painting
- Company invited to send representatives to interact with community painting participants
- **Completed community painting presented to sponsor**
- **6 Coffee Mugs with completed artwork**
- Company Logo placed on the Holiday Extravaganza Website for an entire year
- Right of First refusal for 2027.



PARADE SPONSOR \$1,500



Holiday Extravaganza, presented by the communities of Auburn Hills, Pontiac, Waterford, and White Lake provides you the opportunity to support the bedrock pieces of a great parade experience for everyone.

OUR SPONSORS WILL RECEIVE:

- Company logo placed in printed materials as a Parade Sponsor
- Company receives \$5 discount on race participant
- Company sponsorship signage placed within event
- Company sponsorship banner in front of a professional balloon, band, etc.
- Company logo placed on the Holiday Extravaganza website for entire year



COMMUNITY SPONSOR \$500



The Holiday Extravaganza Parade, presented by the communities of Auburn Hills, Pontiac, Waterford, and White Lake, provides an opportunity to support two of the fantastic costume characters.

OUR SPONSORS WILL RECEIVE:

- Sponsorship of two costume characters
- Name listed on the Holiday Extravaganza Website





Holiday Extravaganza, presented by the communities of Auburn Hills, Pontiac, Waterford, and White Lake, provides you the opportunity to support our Run Elf Run to help raise necessary dollars for the Holiday Extravaganza

\$2,500

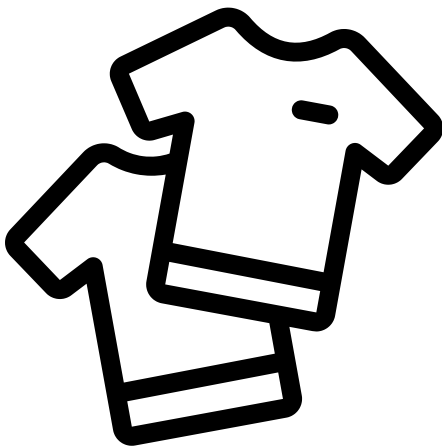
Beer/Pretzel Sponsor



- Company logo Banner on Race Arch
- 4 Complimentary race entries
- Large Company logo placed on the back of a shirt
- Company logo placed on finishing medal ribbon
- Company logo is placed on promotional printed material
- Company logo placed on Mile Markers on Run Elf Run Course
- Company logo placed on the Holiday Extravaganza website for an entire year
- Right of First Refusal for 2026

\$2,000

T-Shirt Sponsor



- Company logo Banner on Race Arch
- 2 Complimentary race entries
- Company logo placed on the back of shirt
- Company logo placed on promotional printed material
- Company logo placed on the Holiday Extravaganza website for an entire year
- Right of First Refusal for 2026



\$1,000

Start and Finish Line Sponsor

- Company logo Banner on Race Arch
- 4 Complimentary race entries
- Company logo on back of shirt
- Company logo will be printed material as Elf Sponsor of Run Elf Run
- Company logo placed one Mile Markers on Run Elf Run Course
- Company logo placed on the Holiday Extravaganza website for an entire year
- Right of First Refusal for 2027



\$1,000

Santa Kids Run

- Company logo placed on Santa Kid Run Promotional pieces
- Company logo placed on Run Elf Race shirt
- 8 Complimentary race entries
- Company logo listed on promotional material
- Company logo placed on the Holiday Extravaganza website for an entire year
- Right of First Refusal for 2027





Holiday Extravaganza, presented by the communities of Auburn Hills, Pontiac, Waterford, and White Lake, provides you the opportunity to support our Run Elf Run to help raise necessary dollars for the Holiday Extravaganza



- Company logo on back of Run Elf Run shirt
- Company logo will be printed material as Elf Sponsor of Run Elf Run
- 2 Complimentary race entries
- Company Logo placed one Mile Markers on Run Elf Run Course
- Company logo placed on the Holiday Extravaganza website for an entire year
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SILVER SPONSOR \$250
LOGO ON SHIRT AND BANNER

BRONZE SPONSOR \$125
NAME ON SHIRT AND BANNER





Carolyn Gifford

Anchor/Reporter
WXYZ Channel 7 News

2025 Honorary **PARADE** Grand Marshal
and Guest Speaker
Scholarship and Awards Ceremony



2025 Memories



Over 1,200 Parade Participants
representing 100+ units

64 Sponsors

\$4,400 Provided to Bands
\$36,000 Provided for Scholarships
\$3,500 Community Support



Mark Your
Calendar
45th
Holiday Extravaganza
Saturday,
December 5, 2026

44 Years In The Making



Largest Parade
EVER

Over 12,000 Spectators





'tis the season

TO BE JOLLY



Greater Pontiac Host Committee
P.O. Box 432224
Pontiac, MI 48343

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Email: HE@holidayextravaganza.org
www.holidayextravaganza.org