



## History

The Chuy's Children Giving to Children Parade was the inspiration of Chuy's co-founders Mike Young and John Zapp. In 1987, Chuy's & KLBJ-FM started an annual toy drive held at the two Chuy's locations in Austin to benefit the Operation Blue Santa Program. Two years later, they decided it was time to raise awareness for the Toy Drive and collect more toys by putting on a Parade.

In 1989, a couple of weeks before Christmas, Chuy's volunteers canvassed the downtown area, passing out flyers asking everyone to bring a toy to work with them on a specified day and the Parade would come along, pick up their toy and deliver it to Blue Santa Headquarters. The following Thursday, Chuy's friends and employees on bicycles, along with Grand Marshal Joe Sears of Greater Tuna; Marcia Ball on the back of a flatbed truck; a fire truck; and a giant three-man Santa Claus paraded up and down Congress Avenue, stopping to pick up toys along the way. That year, the Parade and the next day's Toy Drive at Chuy's with KLBJ-FM raised over 8,500 toys for Blue Santa. This was nearly triple the previous year's amount!

The Chuy's Children Giving to Children Parade continues to grow in attendance - to date, we have raised over a quarter million toys for children in the Austin area. It is all made possible by the thousands of spectators, young and old alike, who come out each year and share in the joy of giving. It's an event complete with giant inflatable balloons, festive holiday floats, spectacular marching bands and Santa. An event that brings a smile to the child who gives and to the child who otherwise might not see anything under the tree on Christmas morning.

## About Blue Santa

Since 1972, Operation Blue Santa has helped tens of thousands of families in need. Operation Blue Santa is a charitable outreach program of the Austin Police Department that began when two patrol officers realized that some families on the patrol beat would not have gifts or food for their children at Christmas. What began with gift distributions to 20 families from the back of a patrol car has become a massive effort in partnership with the Austin Community, the Texas National Guard, the Austin Fire Department, Austin Energy, Austin Water and Austin-Travis County EMS. In 2016, Operation Blue Santa served more than 5,000 families, with 20,000 children in those families receiving gifts. The community is

generous in their support, contributing to many events – including the Chuy's Parade – where all the toys collected are donated to Operation Blue Santa.





## Parade at a Glance

### NEW WEEKEND!

**Date:** Saturday, November 18, 2017

**Time:** 11 am

**Route:** Starts at the State Capitol and marches south on Congress Ave. to Cesar Chavez St.

**Logistics:** At a designated time, the entire Parade will stop and Santa's Helpers will assist children in giving their toy.

**Highlights:** Giant Balloons, Festive Floats, Marching Bands, Local Entertainment Groups, Children's Characters, Classic Cars, Elvis and Santa!

**Donations:** All toys received at the Parade will be taken to Blue Santa Headquarters to be delivered to a child in need. 20-30% of the toys distributed by Blue Santa come from the Parade.

**Sponsors:** CBS Austin, Telemundo Austin, Emmis Austin Radio (KLBJ-AM, KGSR, BOB-FM, KLBJ-FM, LA Z, LATINO FM, 101X), Coca-Cola, Capitol Chevrolet, Parkway Construction, Performance Food Group, Labatt Food Service, Intercontinental Stephen F. Austin Hotel, Shady Grove, Emporium Spice, Dykes Restaurant Supply and many others.

## Parade Media Value

2017 ESTIMATED PARADE MEDIA VALUE  
TOTAL VALUE: \$97,000+

### TELEVISION:

CBS Austin & Telemundo Austin  
VALUE: \$85,500

- LIVE broadcast on Parade day \$25,500
- Production of spots & web support \$10,000
- Promotional schedule (11/2 – 11/27) \$50,000

### RADIO:

EMMIS AUSTIN VALUE: \$2,500+

Inclusion on 2 of the following:

- KGSR – 20 spots (11/1-11/17)
- KLBJ-AM – 20 spots (11/1-11/17)
- BOB-FM – 20 spots (11/1-11/17)
- KLBJ-FM - 20 spots (11/1-11/17)
- Latino FM – 20 spots (11/1-11/17)
- 107.1 La Z – 20 spots (11/1-11/17)

### PRINT:

AUSTIN CHRONICLE VALUE: \$9,000

- 2 junior color ads

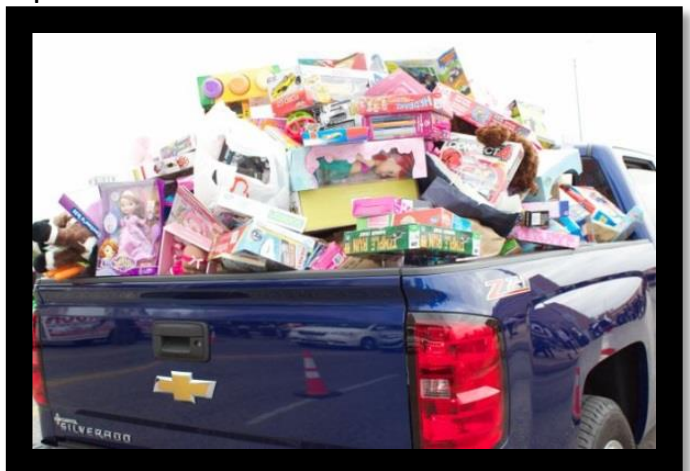




## Presenting Sponsor - \$25,000

### Presenting Sponsors Receive:

- Recognition as the “Presented By” Sponsor in television, radio, and print advertising
- Recognition as the “Presented By” Sponsor in all Parade press announcements and public relations events
- Recognition as the “Presented By” Sponsor on [www.chuysparade.com](http://www.chuysparade.com)
- Recognition as the “Presented By” Sponsor on all in-house promotions, including posters and menu covers, displayed at all Austin-area Chuy’s locations and Shady Grove
- Recognition as the “Presented By” Sponsor on posters displayed at Austin-area and Parade Sponsor businesses
- Recognition as the Presented By Sponsor during the Parade LIVE broadcast on CBS Austin
- Your choice of an Inflatable Balloon (30+ ft. tall) OR Toy Collection Float, provided by Chuy’s
- Space for your employees to carry a company banner in front of the Inflatable Balloon or Toy Collection Float
- “Presented By” status on the cover of and company logo and tagline within 10,000 Parade programs, distributed to spectators
- “Presented By (company name)” on the FRONT of all t-shirts worn by over 500 volunteers
- The opportunity for employees to take part as balloon handlers and steer the company’s balloon OR to ride and walk in the Parade alongside your float and help collect toys
- Up to 35 Parade t-shirts with your logo for your employees to wear in the Parade
- VIP seating for 25 along the Parade route





## Balloon Sponsor - \$12,000

### Balloon Sponsors Receive:

- Recognition in television, radio, and print advertising
- Logo recognition on [www.chuysparade.com](http://www.chuysparade.com)
- Logo recognition on all in-house promotions, including posters and menu covers, displayed at all Austin-area Chuy's locations and Shady Grove
- Logo recognition on posters displayed at Austin-area and Parade Sponsor businesses
- An Inflatable Balloon (30+ ft. tall), including helium, provided by Chuy's
- Space for your employees to carry a company banner in front of the Inflatable Balloon
- Logo recognition as an Inflatable Balloon Sponsor within 10,000 Parade programs, distributed to spectators
- Logo on t-shirts worn by over 500 volunteers
- The opportunity for employees to take part as balloon handlers and steer the company's balloon along the Parade route
- Up to 35 Parade t-shirts with your logo for your employees to wear in the Parade
- A Certified Balloon Trainer to instruct your employees on the art of "balloon handling" and to guide them along the Parade route
- VIP seating for 10 along the Parade route







## Float Sponsor - \$9,000

### Float Sponsors Receive:

- Recognition in radio and print advertising
- Logo recognition on [www.chuysparade.com](http://www.chuysparade.com)
- Logo recognition on all in-house promotions, including posters and menu covers, displayed at all Austin-area Chuy's locations and Shady Grove
- Logo recognition on posters displayed at Austin-area and Parade Sponsor businesses
- A professionally decorated holiday float with your company logo on both sides, which will be designated an official "Toy Collection Float," provided by Chuy's
- Professional music act to perform on your float, provided by Chuy's
- Space for your employees to carry a company banner in front of your float
- Logo recognition as a Toy Collection Float Sponsor within 10,000 Parade programs, distributed to spectators
- Logo on t-shirts worn by over 500 volunteers
- The opportunity for up to 8 people to ride on your float (Chuy's Parade reserves the right to decrease this number based on safety requirements)
- The opportunity for up to 20 people to walk alongside the float and help collect toys
- VIP seating for 8 along the Parade route





## Lamppost Banner Sponsor - \$7,500 (opportunity closes 8/31/17)

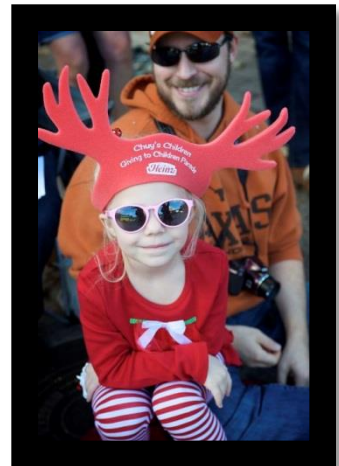
### Lamppost Banner Sponsors Receive:

- Logo recognition in print advertising
- Logo recognition on [www.chuysparade.com](http://www.chuysparade.com)
- Logo recognition on all in-house promotions, including posters and menu covers, displayed at all Austin-area Chuy's locations and Shady Grove
- Logo recognition on posters displayed at Austin-area and Parade Sponsor businesses
- Exclusive logo recognition on 10 lamppost banners hung in downtown Austin to promote the Parade for 2 weeks prior to the event
- Logo recognition within 10,000 Parade programs, distributed to spectators
- Logo on t-shirts worn by over 500 volunteers
- Option for an entry into the Parade
- VIP seating for 6 along the Parade route

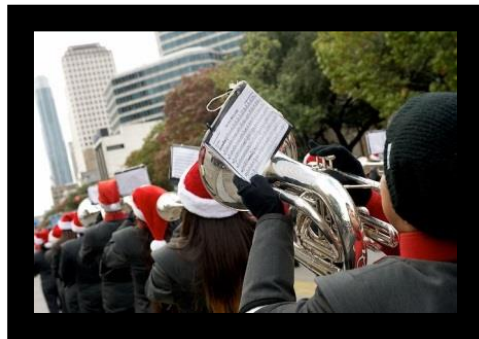
## Reindeer Ear Sponsor - \$6,000

### Reindeer Ear Sponsors Receive:

- Logo recognition in print advertising
- Logo recognition on [www.chuysparade.com](http://www.chuysparade.com)
- Logo recognition on all in-house promotions, including posters and menu covers, displayed at all Austin-area Chuy's locations and Shady Grove
- Logo recognition on posters displayed at Austin-area and Parade Sponsor businesses
- Exclusive logo recognition on reindeer ears purchased and worn by thousands of spectators that line the Parade route
- Logo recognition within 10,000 Parade programs, distributed to spectators
- Logo on all "Official Santa's Helpers" t-shirts worn by over 500 volunteers
- Option for an entry into the Parade
- VIP seating for 6 along the Parade route



**SOLD**



## **Marching Band Sponsor - \$5,000**

### **Marching Band Sponsors Receive:**

- Logo recognition in print advertising
- Logo recognition on [www.chuysparade.com](http://www.chuysparade.com)
- Logo recognition on all in-house promotions, including posters and menu covers, displayed at all Austin-area Chuy's locations and Shady Grove
- Logo recognition on posters displayed at Austin-area and Parade Sponsor businesses
- Sponsorship of a marching band in the Parade
- Space for your employees to carry a company banner in front of your band
- Logo recognition within 10,000 Parade programs, distributed to spectators
- Logo on t-shirts worn by over 500 volunteers
- VIP seating for 6 along the Parade route

## **Costumed Character Sponsor - \$5,000**

### **Costumed Character Sponsors Receive:**

- Logo recognition in print advertising
- Logo recognition on [www.chuysparade.com](http://www.chuysparade.com)
- Logo recognition on all in-house promotions, including posters and menu covers, displayed at all Austin-area Chuy's locations and Shady Grove
- Logo recognition on posters displayed at Austin-area and Parade Sponsor businesses
- Sponsorship of all costumed characters in the parade, including up to 20 Character Handler Parade t-shirts with your logo exclusively for volunteers accompanying characters to wear in the parade
- Option for company to the Parade
- Logo recognition within 10,000 Parade programs, distributed to spectators
- Logo on t-shirts worn by over 500 volunteers
- VIP seating for 6 along the Parade route



## Official Toy Collection Truck Sponsor - \$5,000

### Official Toy Collection Truck Sponsors Receive:

- Logo recognition in print advertising
- Logo recognition on [www.chuysparade.com](http://www.chuysparade.com)
- Logo recognition on all in-house promotions, including posters and menu covers, displayed at all Austin-area Chuy's locations in Shady Grove
- Logo recognition on posters displayed at Austin-area and Parade Sponsor businesses
- Your company vehicles will be the official toy collection trucks that line the Parade route during toy giving
- Logo recognition within 10,000 Parade programs, distributed to spectators
- Logo on t-shirts worn by over 500 volunteers
- VIP seating for 6 along the Parade route



**SOLD**



## Corporate Sponsor - \$3,000

### Corporate Sponsors Receive:

- Logo recognition as a Corporate Sponsor within 10,000 Parade programs, distributed to spectators
- Option for an entry into the Parade
- VIP seating for 4 along the Parade route

## Friend Sponsor - \$1,000

### Friend Sponsors Receive:

- Recognition as a Parade Friend Sponsor within 10,000 Parade programs, distributed to spectators
- VIP seating for 4 along the Parade route