

Presenting the Emmy Nominated

PHILADELPHIA MUMMERS PARADE

2027 SPONSORSHIP AND SUPPORTER OPPORTUNITIES

MUMMERS FAST FACTS

- **The 126th Anniversary of the Mummers Parade in Philadelphia**
- **USA Today Readers:**

"Voted the Philadelphia Mummers the Best Holiday Parade in the Nation"

- **The Longest-Running Continuous Folk Parade in the USA**
- **A Colorful, Quirky, and Uniquely Philadelphia Event**
- **A New Year's Day Family Tradition for Many**
- **A Fantastic Cultural Celebration**



2026 PHILADELPHIA MUMMERS PARADE

PHILADELPHIA MUMMERS PARADE

Friday, January 1ST, 2027

9 a.m. – 5 p.m. (8 hours)

Eight hours of family-friendly entertainment as 10,000 adults and children perform, march, and dance down Broad Street.

A celebration of history, tradition, city leaders, celebrities, and local and cultural flair.



JOIN THIS IMPRESSIVE LINE OF 2026 SPONSORS & SUPPORTERS

Ford

Live! CASINO • HOTEL® PHILADELPHIA

Phillies

POCONO MOUNTAINS

UGI HEATING COOLING PLUMBING by HomeServe

NO HEAT?
We're down the street!
UGIHVAC.COM

wonder

Gilboy Ford

PHILADELPHIA 76ers

Independence

PHILADELPHIA UNION

POND LEHOCKY

FIRSTRUST BANK

PHILADELPHIA MUMMERS PARADE

PHILADELPHIA MUMMERS PARADE

* #1 TV Show from 9:00 a.m. to 5:00 p.m. on New Year's Day

* Averaging more than 191,000 viewers each ¼ hour

* Over 1 Million Unique Viewers

* Over 70,000 Streaming Homes/Viewers

On Site Tent Packages

PHILADELPHIA MUMMERS PARADE

PUT YOUR BRAND IN FRONT OF THOUSANDS OF PARADE FANS

FACE-TO-FACE IN ONE DAY!





ONE 2026 EXHIBITOR REPORTED
10,000–15,000
BOOTH VISITS IN ONE DAY!*

*Based on a 2026 exhibitor estimate. Individual results will vary.

- THOUSANDS OF PARADE FANS PASS THROUGH EXHIBITOR BOOTH LOCATIONS THROUGHOUT THE PARADE ROUTE
- MAXIMUM BRAND EXPOSURE IN A HIGH-TRAFFIC, HIGH-ENERGY ENVIRONMENT
- DIRECT ENGAGEMENT WITH THOUSANDS OF POTENTIAL CUSTOMERS
- BE PART OF A CENTURIES-OLD PHILADELPHIA TRADITION
- PRIME ON-SITE PRESENCE ALONG THE PARADE ROUTE

OPTION 1
PURE ON SITE
- 10' x 10' booth space
- Prime parade route location

$5,750 Net

OPTION 2
ON SITE + 2 COMMERCIALS
- 10' x 10' booth space
- Two :30 TV commercials during parade coverage

$7,750 Net

OPTION 3
ON SITE + 4 COMMERCIALS
- 10' x 10' booth space
- Four :30 TV commercials during parade coverage

$9,950 Net

For more information, contact your AE or email **sales@wfmz.com**

*Based on City of Philadelphia statistics from vendors at the 2026 parade.

Full Sponsorship Examples

Parade Banner Sponsorship

PHILADELPHIA MUMMERS PARADE



Judges Tent Sponsorship

PHILADELPHIA MUMMERS PARADE



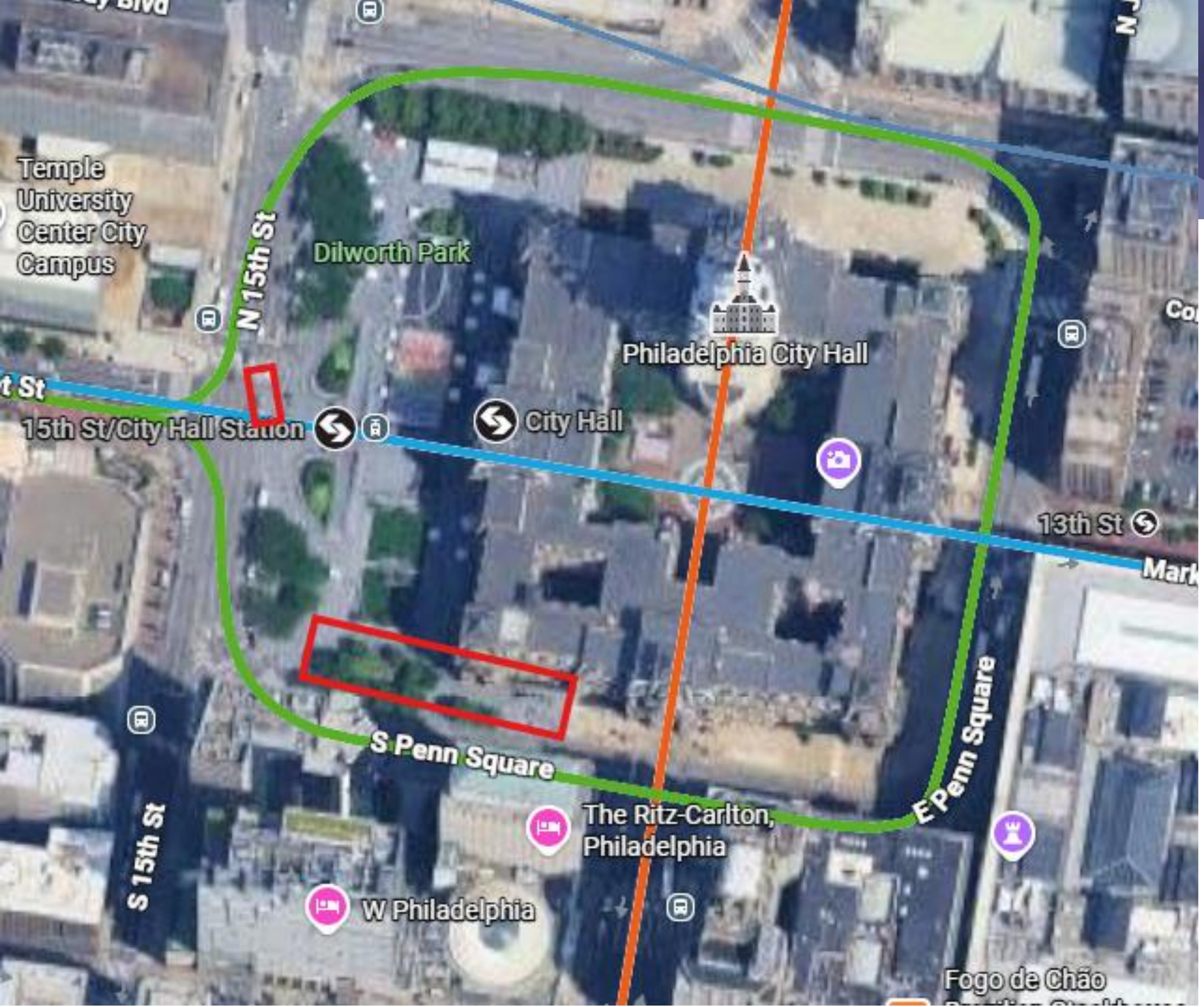
Custom Tent Sponsorship 20 x 10

PHILADELPHIA MUMMERS PARADE



PHILADELPHIA

MUMMERS PARADE



2027 MUMMERS ON-SITE Example

- (1) 2-3 minute LIVE interview during the Parade to talk about your commitment to community and the Mummers
- (1) 20 x 10 Tent: Tables, Chairs, refreshments, cookies
- Judges Tent sponsorship
- 8 ft Banner in Parade (Client provides 2 walkers)
- Banners along Parade Route (3) 3 x 5 banners (Mummers Produce and hang)
- Inclusion on Mummers Social Media assets leading up to the parade and after.

Total cost: $21,000/year net for 3 year agreement

*In order assure shipment of tent materials we need commitment and logos by COB 10/30

2027 MUMMERS PROPOSAL

Ala-Cart 30 Second Spots

- (1) :30 Spot $2,500
- (3) :30 Spot $6,600
- (5) :30 Spot $8,000

Package Sponsorship - $24,500

- (6) :30 Spots
- (6) :15 VO + Billboard
- (260) Logo inclusion on Mummers Promo (WFMZ (130) + MeTV2 (130) *
- (4) :30 Spots during Mummers Highlight show to air in February on MeTV2
- (20) Logos inclusion on Mummers Highlight show promos to air in Jan/Feb on MeTV2



PHILADELPHIA MUMMERS PARADE

THANK YOU

Barryf@wfmz.com

610 972 0998