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Let's Create Magic Together!

Our specially decorated train offers a unique on-train experience featuring Mr. & Mrs. Claus, carolers, interactive children's activities, and fun for the whole family.

Join us as we create unforgettable moments on the rails, spreading joy and cheer. Partner with Metrolink to bring this event to life and foster a heartwarming connection with our community during this special time of year.



METROLINK









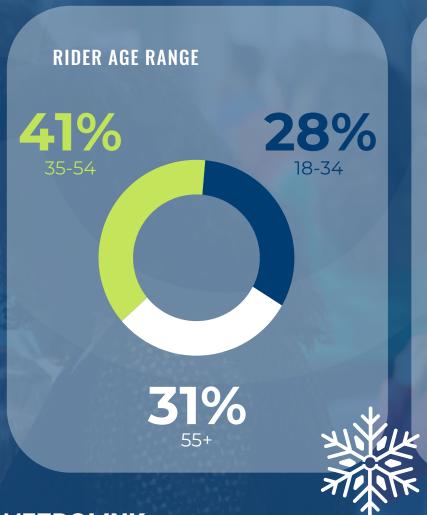
in SoCal

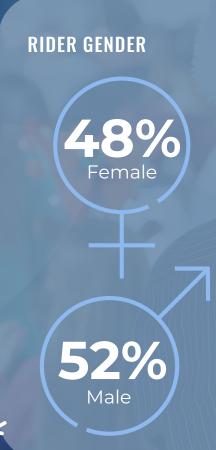


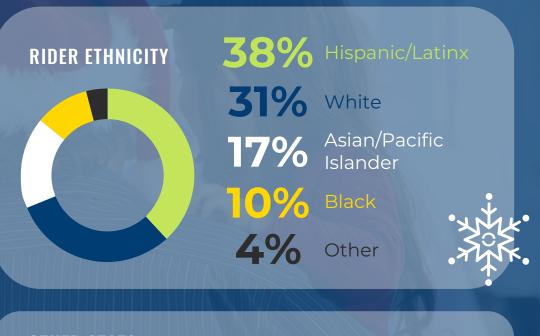
Holiday trains hosted in SoCal

All Aboard the Holiday Express Train









OTHER STATS

84%

Rode Holiday
Express with family

36%

Rode Holiday Express as their first train ride 32%

Earn an income > 100k











WATCH OUR HOLIDAY EXPRESS TRAIN RECAP VIDEO!



Calendar of Events



Holiday Express Trains will kickoff the holiday season beginning the weekend after Thanksgiving to the weekend before Christmas.





NOV

SATURDAY

30

Anaheim

DEC

SATURDAY

7

Riverside Downtown DEC

SATURDAY

14

Simi Valley

DEC

SUNDAY

15

Santa Clarita

DEC

SATURDAY

21

Redlands Downtown

Bringing Holiday Cheer!

Be part of a series of festive events across Southern California that kick off the holiday season in style. Before boarding the Holiday Express Train, guests will experience a vibrant welcome event filled with holiday-themed activities, interactive booths, and entertainment, creating an unforgettable atmosphere of joy and celebration.

Partners enjoy prominent visibility and the opportunity to connect with a wide audience, showcasing their brand as a champion of community-driven, family-friendly events.

Highlight your commitment to local traditions and make a lasting impact on families across Southern California.











Local & Nonprofit Support



Community is at the heart of the Holiday Express Train.

We partner with local nonprofits, fire and police departments, and high schools to bring awareness to their programs and build relationships in their community.

We work closely with our station cities to create a fun, festive, and family-friendly community event that will bring visitors to the city. After guests enjoy their ride on the Holiday Express Train, we encourage them to keep the festive energy going by visiting our partners in the area.







Expand Your Reach



4,559,545

Total event marketing impressions

1.8M+

On-train marketing impressions 1.2M+

Station marketing impressions 710K

Social media impressions

349K

Email marketing impressions





Media Coverage

31 M+ Event media impressions

1.1 M + Equivalent ad value

47 Media mentions



NOTABLE MEDIA OUTLETS

















Partnership Opportunities

Brand Exposure Station & Train Signage



Event Activation

Digital Exposure

...and more



Benefits Overview





	PRESENTING SPONSOR	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
	\$25,000 (1 available)	\$15,000 (3 available)	\$10,000 (7 available)	\$5,000	\$2,500
Recognition in Metrolink Press Release	0				
Recognition on campaign creative	0				
Recognition during on-train welcome message	0				
Exclusive banner ad in launch email	0				
Co-branded event day giveaway	0				
Exclusive banner ad in one KBYG email	0	0			
Welcome event social media post	0	0			
Exclusive event day activation	0	0	0		
On-train promotional rack card	0	0	0		
Logo included in promotional emails	0	0	0		
Social media post highlighting sponsor	C	0	0	0	
Post-event social media post	0	0	0	0	
Logo placement on the event webpage	0	0	0	0	0
Promotional booth at welcome events	C	0	0	0	0
Logo included in post-event Thank You email	0	0	0	0	0
SoCal Explorer partner membership	0	0	0	0	0







METROLINK



Thank You.

For more information or questions, please contact Amber Moyers at **MoyersA@scrra.net**

