

METROLINK

**2024 Holiday
Express Trains**



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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.

35M+

Total event marketing impressions



10k+

Attendees across all counties

5

Counties reached in SoCal



10

Holiday trains hosted in SoCal



All Aboard the Holiday Express Train



RIDER AGE RANGE

41%
35-54

28%
18-34



31%
55+



RIDER GENDER

48%
Female

52%
Male

RIDER ETHNICITY



38% Hispanic/Latinx

31% White

17% Asian/Pacific
Islander

10% Black

4% Other



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!

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Calendar of Events



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



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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.



250+

Toys donated to local families in need

3

Barrels of socks & sanitary items donated to a local rescue mission



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*

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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

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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	○				
Recognition on campaign creative	○				
Recognition during on-train welcome message	○				
Exclusive banner ad in launch email	○				
Co-branded event day giveaway	○				
Exclusive banner ad in one KBYG email	○	○			
Welcome event social media post	○	○			
Exclusive event day activation	○	○	○		
On-train promotional rack card	○	○	○		
Logo included in promotional emails	○	○	○		
Social media post highlighting sponsor	○	○	○	○	
Post-event social media post	○	○	○	○	
Logo placement on the event webpage	○	○	○	○	○
Promotional booth at welcome events	○	○	○	○	○
Logo included in post-event Thank You email	○	○	○	○	○
SoCal Explorer partner membership	○	○	○	○	○





Partners benefit from extensive promotion, enhancing brand presence and reinforcing commitment to creating memorable experiences for Southern California families.

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Thank You.

For more information or questions,
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