

**METROLINK**

**2025 Holiday Express Trains**





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# The Joy Starts Here

Climb aboard our festively decorated train for a magical ride with Mr. and Mrs. Claus, live carolers, interactive activities, and holiday fun for the whole family.

Metrolink's Holiday Express Train delivers unforgettable moments and joyful memories at every stop. Partner with us to help spread the spirit of the season and connect with communities in a truly meaningful way.

**125M+**

Total event impressions



**9K+**

Attendees across  
all counties

**5**

Counties reached  
in SoCal



**12**

Holiday trains  
hosted in SoCal







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# *Holiday Express Train 2024*

**WATCH OUR HOLIDAY EXPRESS TRAIN RECAP VIDEO!**

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# Mark Your Calendars!

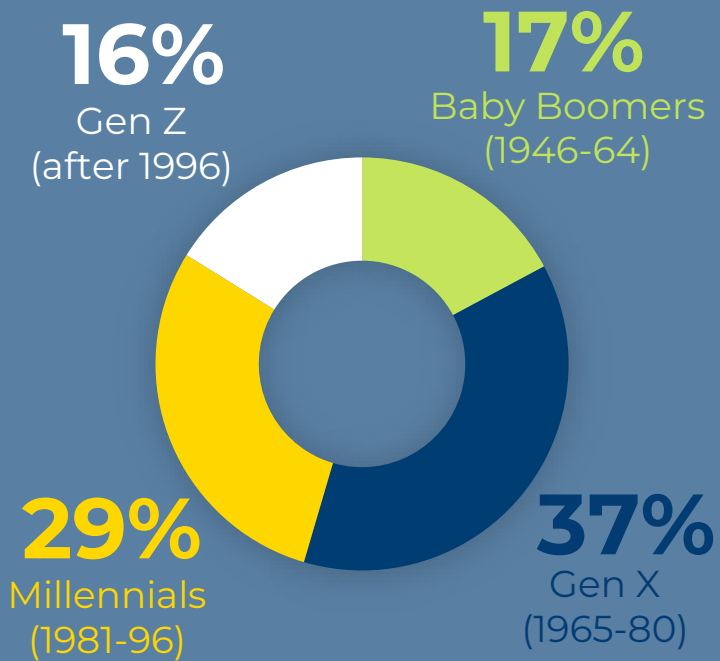
The **Holiday Express Trains** return this December, spreading cheer across Southern California for three consecutive weekends of festive fun.



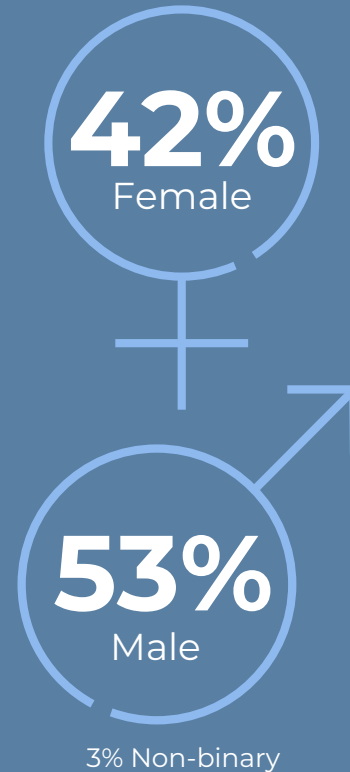
METROLINK

# Reach. Connect. Celebrate.

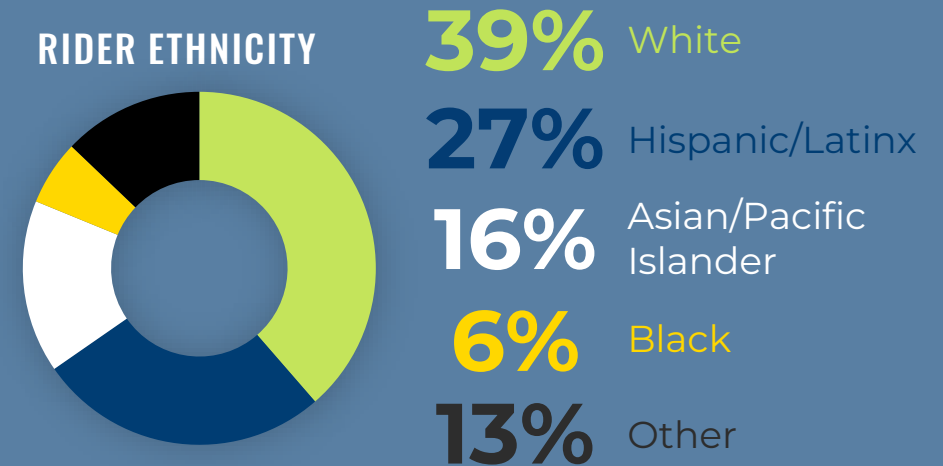
## RIDER AGE RANGE



## RIDER GENDER



## RIDER ETHNICITY



## OTHER STATS





# A Warm Welcome At Every Station

Kick off the holiday season with Metrolink's Holiday Express Train welcome events—festive celebrations held at stations across Southern California.

Before the train departs, guests can enjoy a cheerful experience filled with holiday-themed activities, interactive booths, and entertainment for all ages.

As a sponsor, you'll be part of a family-friendly event that offers meaningful community engagement and strong brand visibility. It's a unique opportunity to highlight your support for local traditions and create a lasting impact on families across the region.





# Uplifting Local Communities

We partner with local nonprofits, fire and police departments, and high schools to highlight their meaningful work and strengthen connections within the community.

Working closely with our station cities, we create festive, family-friendly events that bring people together and draw visitors to the area. We amplify the causes of our nonprofit partners and encourage attendees to make a difference during the holiday season, creating a lasting impact in the local community.

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*2024 Local & Nonprofit Partners*





# Promoting Cheer, Driving Results

## 7,947,986

*Total event marketing impressions*

### 1.6M+

*On-train  
marketing  
impressions*

### 2M+

*Station  
marketing  
impressions*

### 988K

*Social media  
impressions*

### 536K

*Email  
marketing  
impressions*

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# Media Coverage

**117 M+** *Earned media impressions*

**\$1.45 M+** *Equivalent ad value*

**88** *Media mentions*

## NOTABLE MEDIA OUTLETS



**L.A. Parent**  
smart. connected. fun.

**102.7 KIISFM**

**FOX 11**  
LOS ANGELES







# Partnership Opportunities

**Brand  
Exposure**

**Station &  
Train  
Signage**

**Event  
Activation**

**Digital  
Exposure**

**METROLINK**

**...and more**







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**Thank You.**

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