



PROPOSAL – SYLVIA BESANA HOLIDAY PARADE, HOLIDAY VENDOR SQUARE, AND WINTER FUNDERLAND

Submitted to: Downtown Roseville Partnership

Submitted by: Upstream Administration

Date: July 14, 2026

1. Executive Summary

Upstream Administration proposes a comprehensive management plan for the 65th Annual Sylvia Besana Holiday Parade, the established Vendor Square, and the expanded holiday experience featuring Winter Funderland. Together, these elements create a vibrant downtown holiday destination that boosts foot traffic, supports local businesses, and strengthens community engagement. The date for this event will be December 5, 2026

2. Project Objectives

- Deliver a safe, joyful, and well-organized holiday parade
- Manage Holiday Vendor Square as a continued, reliable feature of the event
- Launch and oversee Winter Funderland as an expanded family-friendly attraction
- Increase community participation and downtown economic activity
- Maintain and elevate the legacy of the Sylvia Besana Holiday Parade
- Provide clear communication, professional coordination, and dependable oversight
- Bring in sponsors to help underwrite event enhancements, increase visibility, and expand community support

3. Scope of Services

Event Planning & Coordination

- Full event timeline and production schedule

- Parade entry management, staging, lineup, and flow
- Vendor coordination and compliance
- Permit, insurance, and city approval management

Winter Funderland Management

- Work with DRP partners on concept development and layout design
- Coordination of attractions (kids' activities, entertainment zones, holiday features)
- Partner and sponsor recruitment, including outreach to businesses and community organizations interested in supporting Winter Funderland
- Work with activity vendor for safety planning, staffing, and day-of operations
- Integration with parade flow and downtown activation

Holiday Vendor Square Management

- Continued recruitment and coordination of vendors (local businesses, artisans, nonprofits)
- Booth layout, placement, and traffic flow design
- Vendor guidelines, communication, and day-of support
- Coordination of power needs, signage, and compliance
- Integration with Winter Funderland and parade attendance patterns

Logistics & Operations

- Route planning, barricade placement, and safety coordination
- Collaboration with Roseville Police, Fire, and City departments
- Volunteer recruitment, training, and day-of management
- On-site operations leadership and issue resolution

Communications & Marketing

- Participant packets, guidelines, and parade instructions
- Promotional support for Parade, Winter Funderland, and Vendor Square
- Provide social media, email, and website content to Elevate PR
- Emcee scripts, announcements, and day-of communications

- Sponsor recognition opportunities through event promotions, signage, announcements, and digital communications

Community Engagement

- Outreach to schools, nonprofits, businesses, and civic groups
- Opportunities for performers, youth groups, and community partners
- Integration of parade traditions and legacy elements

Post-Event Deliverables

- Photo/video archive (if applicable)
- Summary report for DRP leadership

4. Timeline

A structured timeline from kickoff through post-event wrap-up.

- August: Planning launch, permit coordination and Winter Funderland partner recruitment
- September: Parade entries, vendor recruitment, sponsor outreach,
- October–November: Marketing, logistics finalization, volunteer training
- December 5: Parade Day, Winter Funderland & Vendor Square: Full on-site management
- Post-Event: Debrief and reporting

6. Budget Overview

Breakdown of anticipated costs.

Projected Expenses

Expense	Projected Amount
Project Management and Staffing (Upstream Administration)	\$3500
City Staffing/Equipment Costs	\$1500
Winter Funderland Equipment and Staffing	\$5000
Marketing & Communications (included with UA and Elevate)	\$0
Parade Insurance (Funderland insurance included with their fee)	\$1000
Portable restrooms	\$750
Banners	\$750
Total	\$12500

Projected Revenue

Revenue Category	Projected Amount
Parade Entries and Vendor Square	\$1250
Parade Sponsorships	\$6000
Funderland Sponsorships	\$5000
Total	\$12250

8. Benefits to DRP - Increased Visibility for Downtown Roseville Partnership and Downtown Roseville

The Sylvia Besana Holiday Parade, Winter Funderland, and Holiday Vendor Square provide a highly visible platform to showcase the Downtown Roseville Partnership as a leading convener of community activity, small business support, and downtown revitalization. By creating a coordinated holiday destination in the heart of Downtown Roseville, the event will draw residents, families, visitors, vendors, sponsors, and media attention into the district while reinforcing DRP's role as a champion for a vibrant downtown experience.

- Increase public awareness of Downtown Roseville Partnership through event branding, sponsor recognition, announcements, digital promotions, and on-site visibility.
- Position Downtown Roseville as a premier holiday destination for families, shoppers, diners, and community groups.
- Drive foot traffic to downtown businesses before, during, and after the parade through Vendor Square, Winter Funderland, and coordinated promotional efforts.
- Create shareable moments and photo opportunities that encourage social media engagement and expand the event's reach beyond attendees.
- Strengthen relationships among local businesses, civic organizations, sponsors, and community partners by connecting them to a high-profile downtown tradition.
- Generate positive visibility for the downtown district as an active, welcoming, and economically vibrant community hub.

9. Conclusion

Upstream Administration is committed to delivering a safe, festive, and expertly managed Sylvia Besana Holiday Parade, Winter Funderland, and Vendor Square. By bringing in sponsors and community partners, we will help expand resources, elevate the guest experience, and strengthen local investment in this beloved holiday tradition. We look forward to partnering with the Downtown Roseville Partnership to bring this expanded holiday tradition to life.

10. Contact Information

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11. References

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