



PRESENTING THE EMMY NOMINATED

PHILADELPHIA
MUMMERS
PARADE



2026 SPONSORSHIP PROPOSAL





The Mummers
kick off the 250th
Anniversary of the
United States on
New Year's Day!

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MUMMERS FAST FACTS



- The 125th 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
- Winner of 2025 Visit Philadelphia Liberty Bell Award:
"The Philly Event That Makes Your Year Every Year"
- A Colorful, Quirky, and Uniquely Philadelphia Event
- A New Year's Day Family Tradition for Many
- A Fantastic Cultural Celebration



RECAP FROM THE 2025 PARADE



Mayor Cherelle Parker Joins the 2025 Mummers Parade

"I think that's the best, and it represents the best of what Philadelphia can offer"

Philadelphia Mayor Cherelle Parker

Quote from Mayor Parker:

Your Mayor, the Mayor of Philadelphia, is a team sport person. I grew up in Little League as a cheerleader, and I ran in track, so I've been a part of team sports. So, when I look at today, I think about all of the work that goes into preparing. I'm talking about the people making costumes, the strings, all of the instruments, the practicing, the discipline that it takes, and the commitment to be at a certain place at a certain time to do a certain thing to participate on this one day. So, I'm excited about that, and **I think that's the best, and it represents the best of what Philadelphia can offer.**



2026 PHILADELPHIA MUMMERS PARADE

PHILADELPHIA
MUMMERS
PARADE

Thursday, January 1ST, 2026

9 a.m. – 5 p.m. (8 hours)

Eight hours of family-friendly entertainment as 15,000 adults and children perform, march, and dance down Broad Street.

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



OUR BROADCASTING PARTNERS



- Strong over-the-air coverage with a simulcast on two stations
- Available on every cable and satellite system in the Philadelphia DMA
- Cable access extends into parts of the Wilkes-Barre–Scranton DMA
- Cable access extends into parts of the New York DMA
- Streamed on WFMZ+

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RECAP FROM THE 2025 PARADE



TV Ratings from 2025 Parade

**#1 SHOW IN ALL OF THE
PHILLY DMA FROM 9 a.m. to 5 p.m.**



**3% IN AVG. VIEWERS
OVER 2024 PARADE**

*(Does not include desktop and
smart phone/tablet viewers)*



**53% STREAMING
HOME/VIEWERS**

(79,350 Total Combined Streams)



RECAP FROM THE 2025 PARADE

**Mummers Simulcast
on WDPN-TV &
WFMZ-TV**

**#1 in Nielsen 18+
Viewers from
9 a.m. – 5 p.m.**

<u>STATION</u>	<u>RATING</u>	<u>SHARE</u>
WFMZ-TV 69.1 WDPN-TV 2.1	3.6	17
WPVI-TV 6.1	1.5	7
KYW-TV 3.1	0.9	4
WCAU 10.1	0.7	3
WTXF-TV 29.1	0.6	3
WPHL-TV 17.1	0.3	1
WPSG 57.1	0.1	1

RECAP FROM THE 2025 PARADE

**Mummers Simulcast
on WDPN-TV &
WFMZ-TV**

**#1 in Nielsen 25-54
Viewers from
9 a.m. – 5 p.m.**

<u>STATION</u>	<u>RATING</u>	<u>SHARE</u>
WFMZ-TV 69.1 WDPN-TV 2.1	2	15
WPVI-TV 6.1	0.7	5
WTXF-TV 29.1	0.3	3
KYW-TV 3.1	0.3	2
WCAU 10.1	0.3	2
WPHL-TV 17.1	0.1	1
WPSG 57.1	0.1	1

SOCIAL MEDIA STATS

PHILADELPHIA MUMMERS PARADE

We maintain two distinct social media pages to maximize engagement and reach within the Mummers community. The Philadelphia Mummers Parade page highlights the excitement, history, and behind-the-scenes moments of the entire parade, connecting with fans nationwide. Meanwhile, the String Band Association page focuses specifically on the string band division, showcasing performances, rehearsals, and exclusive content from these talented musicians. Both pages offer unique opportunities for sponsors to connect with a passionate and highly engaged audience.



Philadelphia Mummers String Band Association



113,000+ Facebook Followers



3,600+ YouTube Subscribers



2,400 X Followers
(Formerly Twitter)



60,000+ Facebook Likes



6,800+ Instagram Followers



2,245,128 Person Reach
On New Year's Day 2025

Philadelphia Mummers Parade



22,200+ Facebook Followers



19,000+ Facebook Likes

2026 PHILADELPHIA MUMMERS PARADE + MeTV 2 Spot Package

SPONSORSHIP COMBO OFFER A

- **MeTV PRIME SPOTS**

- (86) Total Spots on MeTV Prime
December 1- March 30th (your choice of dates)

- **PHILADELPHIA MUMMERS PARADE**

- (16) 30 SECOND COMMERCIALS
- (16) 10 SECOND LIVE READS DURING THE TELECAST
- Flat Billed Dec \$16,667 + Jan \$16,667 + Feb \$16,667 (option of billing in any three months 4th and/or 1st Qrt)

ADDED VALUE

- (260) LOGO ON TV PROMOS
(Must be booked by Oct. 4th for full 260; pro-rated there after)
- (6) BANNERS ON PARADE ROUTE 5'X7'
- (6) RESERVED SEATS IN JUDGING AREA
- LOGO INCLUSION ON MUMMERS WEBSITE AND SOCIAL MEDIA
- OPTIONAL ON AIR INTERVIEW DURING THE TELECAST
- FULL COLOR AD IN MUMMERS GALA PARADE BOOK
- INCLUSION AS SPONSOR OF THE MUMMERS CELEBRATION BROADCAST IN FEB 2026 INCLUDING SPOTS AND LOGOS IN PROMOS

2026 SPONSORSHIP PROPOSAL

PHILADELPHIA
MUMMERS
PARADE

2026 PHILADELPHIA MUMMERS PARADE + MeTV2 Spot Package

SPONSORSHIP COMBO OFFER B

- **MeTV PRIME SPOTS**

- (86) Total Spots on MeTV Prime
December 1- March 30th (your choice of dates)

- **PHILADELPHIA MUMMERS PARADE**

- (8) 30 SECOND COMMERCIALS
- (8) 10 SECOND LIVE READS DURING THE TELECAST
- Flat Billed: Dec \$11,667+ Jan \$11,667 + Feb \$11,667 (option of billing in any three months 4th and/or 1st Qrt)

ADDED VALUE

- (130) LOGO ON TV PROMOS
(Must be booked by Oct 4th for full 130; pro-rated there after)
- (3) BANNERS ON PARADE ROUTE 5'X7'
- (3) RESERVED SEATS IN JUDGING AREA
- LOGO INCLUSION ON MUMMERS WEBSITE AND SOCIAL MEDIA
- OPTIONAL ON AIR INTERVIEW DURING THE TELECAST
- FULL COLOR AD IN MUMMERS GALA PARADE BOOK
- INCLUSION AS SPONSOR OF THE MUMMERS CELEBRATION BROADCAST IN FEB 2026 INCLUDING SPOTS AND LOGOS IN PROMOS

2026 SPONSORSHIP PROPOSAL

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2026 PHILADELPHIA MUMMERS PARADE + MeTV2 Spot Package

SPONSORSHIP COMBO OFFER C

- **MeTV PRIME SPOTS**

- (86) Total Spots on MeTV Prime December 1- March 30th (your choice of dates)

- **PHILADELPHIA MUMMERS PARADE**

- (4) 30 SECOND COMMERCIALS

- (4) 10 SECOND LIVE READS DURING THE TELECAST

- Flat Billed: Dec \$11,250 + Jan \$11,250 (option of billing in any two months 4th and/or 1st Qrt)

ADDED VALUE

(130) LOGO ON TV PROMOS
(Must be booked by Oct. 4th for full 130; pro-rated there after)

(2) BANNERS ON PARADE ROUTE 5'X7'

(2) RESERVED SEATS IN JUDGING AREA

LOGO INCLUSION ON MUMMERS WEBSITE AND SOCIAL MEDIA

FULL COLOR AD IN MUMMERS GALA PARADE BOOK

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**THANK
YOU**

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