



Join the excitement of the **100th Annual Macy's Thanksgiving Day Parade!**
Target **3.5M spectators** during the world's most famous parade celebration.

KEY BENEFITS



LEVERAGE **HIGH FOOT TRAFFIC** TO BOOST ON-STREET VISIBILITY



REACH SPECTATORS **BESIDE THE PARADE** AND AS THEY MOVE ACROSS THE CITY



INFLUENCE **BLACK FRIDAY** AND HOLIDAY SEASON PURCHASES



SWAP OR ROTATE DIGITAL MESSAGING WITH **TURNKEY ACTIVATION**

OFFICIAL BRAND PARTNERS



... plus floats and balloons from nearly 30 brands

