

Caltrain Holiday Train Sponsorship Opportunities

December 5, 2026



Caltrain will welcome up to 1,200 ticketed guests aboard a special Holiday Train experience between San José Diridon and San Francisco 4th & King stations, with stops in Palo Alto, Redwood City, and San Mateo. Guests will step into a festive celebration featuring holiday décor, live performances, interactive activities, and goody bags for all. **Support Caltrain and its annual holiday tradition by sponsoring the 2026 Holiday Train!**

\$445K+ in earned/paid media value last year

48M+ web and social impressions last year

High demand: Sold out in 45 minutes!

Holiday Train Benefits	Gold (\$35K)	Silver (\$15K)	Bronze (\$5K)
Caltrain Holiday Train Naming Rights	✓		
Inclusion on Holiday Train Wrap and In-Train Co-Branding (4 weeks)	✓		
Logo on SF Station Digital Signage (4 weeks)	✓	✓	
Sponsor Mention in Radio Advertising	✓		
Logo on Holiday Train Web Page	✓	✓	✓
Social Media and Email Campaign Acknowledgement	✓	✓	
Inclusion in Holiday Train Press Release	✓	✓	✓
Logo Featured on the Commemorative Ticket	✓	✓	
Station Tabling Activation	✓	✓	
Conductor Announcement	✓	✓	
Pre-Sale Ticket Access	✓	✓	
6 VIP Tickets	✓		