



Dear Community Leader:

It's time to start thinking about the 2013 Downtown Garden City Santaland Parade. This year marks the 53rd Anniversary year and we're hoping to make this another great parade. The parade is again being put together by a committee of volunteers under the umbrella of the Garden City Community Coalition with involvement from the Garden City Downtown Development Authority. The 2012 parade was a huge success with high school marching bands, two parade balloons, Shriners, team mascots, the Great Lakes Garrison- Michigan's premier Imperial Star Wars costuming group, Miss Michigan and a 100 year old Currier and Ives sleigh to transport Santa.

The 2013 Downtown Garden City Santaland Parade is Saturday, November 30 at 10am..

Once again, the DDA has plans for a great post-parade event at the site of the Farmers Market in the GC Town Center parking lot including entertainment, activities, the presentation of the key to the City to Santa by the Mayor and the opportunity for kids to visit with Santa.

Since the Santaland parade is completely self-funded, every year we reach out to the community in an effort to raise the money to keep the parade going. This is of course where you come in.

Last year's response from the business community was again outstanding and the parade was able to raise over \$10,000 to pay for its costs. We hope to raise enough money to allow us to invite all of these entries back, and more, as well as pay for staging and other expenses necessary to operate the parade. In 2012, along with the support of the DDA, major contributions were made by Rockstarz Karaoke Bar and Grill (\$2,000), Bethel Community Church (\$1,500) and Garden City Hospital (\$1,000). \$500 was donated by The Santeiu Family, Gordon Chevrolet, Garden City Medical Center, , Orin's Jewelers, Dr. Mark Barsamian, Inkorporate Graphics, RG & GR Harris Funeral Homes and Crestwood Dodge

Dozens of other contributions came in at \$250 and \$100.

Once again, the Garden City DDA has generously agreed to assist us with a significant donation to the parade that covers the cost of police, barricades and more

so we can concentrate on bringing joy to youngsters who line Middlebelt for this Holiday tradition.

We know that there are many deserving charities in this area, especially at the Holiday, but our hope is that you will find a way to contribute to this tradition that has been shared by generations.

Rather than just take your money, we want to make you a partner. For over ten years now we've offered a well received plan that allows for different sponsorship levels that in return give you visibility in the parade. In the last year we have added a Facebook component as well as a You Tube page that allows people from all over the world to know that that you supported this great holiday tradition.

The following page is an explanation of what you receive for your donation. Additional information about the parade is available at our website at www.santalandparade.com.

It's our desire to secure as many sponsors as possible as soon as possible. Don't forget the Garden City Community Coalition is a 501c3 charity and that your donation is a tax deduction. Checks should be made out to the "Garden City Community Coalition," with a notation that it is for the Santaland Parade. Checks should be sent to a this address:

**The Santaland Parade Committee
P.O. Box 447
Garden City, MI 48136**

In order to be included on a banner or mentioned in any promotions, donations must be obtained by November 4, 2013. Attached is a form for contact info and background on your business to help us serve you better. Please fill it out and send it along with your check.

If you have any questions call Dan York at 734-306-9490 or e-mail him at danyork@danyork.net and thanks in advance for your consideration of the Downtown Garden City Santaland Parade.

Best Wishes,

The Santaland Parade Committee

2013 DOWNTOWN SANTALAND PARADE SPONSORSHIP LEVELS

Donor (\$100)

You will receive a mention on the parades telecast along with a graphic listing on TV. The parade will be broadcast a minimum of 36 times during the holiday, is streamed LIVE on the internet and is available on-demand on the internet on You Tube, at www.gardencitymi.org/gctv and will also be linked to the Santaland Parade website which is www.santalandparade.com.

Santa's Elves (\$250)

You will have your name put on a banner that will be carried during the parade, along with the mention and graphic on the broadcast.

Santa's Helpers (\$500)

You will have your business listed on the GCTV cable television bulletin board throughout the holiday, plus all of the above mentioned benefits *and* your logo will be used to acknowledge your contribution

Santaland Post Parade Event (\$750)

You will receive all of the above mentioned benefits, plus be listed on a banner on the stage of the post-parade and be acknowledged during the ceremony as a sponsor of the post parade event that is held at the site of the Farmer's Market at the end of the parade route. The event includes entertainment, activities the presentation of the key to the City by the Mayor to Santa and an opportunity for kids to meet with Santa.

Santa's Reindeer (\$1000)

You will be invited to appear on the cable television broadcast in a pre-taped interview to be thanked and allowed to tell people about your business along with the above mentioned benefits. You will also receive a plaque that you can display in your business proclaiming your help with the Santaland Parade.

Balloon Sponsor (\$1,500)

Your contribution will give you all of the above mentioned benefits in every category, plus you will be the exclusive sponsor of a large parade balloon including a banner with your name. Also, employees or friends of your choosing can be official balloon handlers wearing your company's promotional gear. Both balloons can be sponsored for \$2,500.

The Santaland Parade Committee reserves the right to decline any sponsor for any reason.

For more information or to become a Santaland partner, contact Dan York at 734-306-9490 or at danyork@danyork.net

2012 DOWNTOWN GARDEN CITY SANTALAND PARADE SPONSORS

TITLE SPONSOR

GARDEN CITY DOWNTOWN DEVELOPMENT AUTHORITY

Rockstars Karaoke Bar and Grill (\$2,000)

Bethel Community Church (\$1,500)

Garden City Hospital (\$1,000)

The Santeiu Family (\$500)

Gordon Chevrolet (\$500)

Garden City Medical Center (\$500)

Crestwood Dodge (\$500)

Orin's Jewelers (\$500)

Dr. Mark Barsamian (\$500)

Inkorporate Graphics (\$500)

RG & GR Harris Funeral Homes (\$500)

Mckenna and Associates (\$250)

Midwest Cardiology (\$250)

Hemming, Polaczyk, Cronin, Whitoff & Bennett PC (\$250)

John Fleming, Fleming Financial (\$250)

Urgent Care (\$250)

Mayor Randy and Linda Walker (\$250)

Roma's Banquets (\$200)

Jets Pizza (\$100)



2013 SANTALAND PARADE SPONSORSHIP INFORMATION FORM

Name of Business

Contact Person

Amount of Donation

Address

E-Mail Address and Phone Number

Type of Business

Years in Business

Any Info about your business you would want to referred to during the telecast

If you would like your company's logo used on the Santaland website or on the telecast, please send it to danyork@danyork.net

