



Dear Community Leader:

It's time to start thinking about the 2017 Downtown Garden City Santaland Parade. This year marks the 57th Anniversary year and we're hoping to make this another great parade. The parade continues to be put together by a committee of volunteers under the umbrella of the Garden City Community Coalition. The 2016 parade was another huge success with three high school marching bands, the Redford Unicycle club, classic cars, old time bicycles, Shriners, horses, team mascots, the Great Lakes Garrison- Michigan's premier Imperial Star Wars costuming group, a 100 year old Currier and Ives sleigh to transport Santa and more

The parade was watched by thousands on the route and even more through the parade's social media efforts on YouTube and Facebook.

The 2017 Downtown Garden City Santaland Parade is Saturday, November 25 at 10am.

Once again, the Downtown Development Authority has agreed to serve as the title sponsor of the parade covering the cost of police overtime and barricades to make the parade route safe.

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 and this year is no exception.

Last year's response from the business community was again outstanding and the parade was able to raise over \$9,000 to pay for its costs. We hope to raise enough money again this year to allow us to invite all of last year's entries back, and more, as well as pay for staging and other expenses necessary to operate the parade. In 2016, along with the support of the DDA, major contributions were made by the Buccilli Group (\$2,000), Garden City Hospital (\$1,000) and the DTE Energy Foundation (\$1,000). A \$700 in-kind donation was made by Inkorporate Graphics and \$500 donations came in from Fleming Financial Services, Gordon Chevrolet, Barsamian Family Dentistry, the Santeiu Family, Garden City Medical Center, Orin's Jewler's and Harris Funeral Homes. Donations of \$300 were received from McKenna and Associates and Hemming, Polaczyk, Cronin, and Whitoff. \$250 was donated by Mayor Randy

Walker and his wife Linda, Hershey's Shoes and GC Ace Hardware. \$100 was donated by Party Animal Travel.

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 keep you as 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 501(c)3 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 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, 2017. 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

2017 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 seen on cable television 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 (\$1200)

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.

Shining Star (\$2,000)

Your contribution will give you all of the above mentioned benefits in every category, plus your company will be recognized as a shining star of the parade in the parade's media campaign and acknowledged as such on the telecast. Also, employees or friends of your choosing can ride and walk in the parade wearing your company's promotional gear.

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

2016 DOWNTOWN GARDEN CITY SANTALAND PARADE SPONSORS

TITLE SPONSOR

GARDEN CITY DOWNTOWN DEVELOPMENT AUTHORITY

Buccilli Group (\$2,000)

DTE Energy Foundation (\$1,000)

Garden City Hospital (\$1,000)

The Santeiu Family (\$500)

Gordon Chevrolet (\$500)

Garden City Medical Center (\$500)

Orin's Jewelers (\$500)

Dr. Mark Barsamian (\$500)

Inkorporate Graphics (\$700 In-Kind)

RG & GR Harris Funeral Homes (\$500)

Fleming Financial (\$500)

McKenna Associates (\$300)

Hemming, Polaczyk, Cronin and Whitoff (\$300)

Mayor Randy and Linda Walker (\$250)

Hershey's Shoes (\$250)

Ace Hardware (\$250)

Party Animal Travel (\$100)



2017 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 prior to November 15, 2017. Use of sponsorship logos is reserved for donations of \$500 or more.

