



Saturday, November 24, 2018

10am

www.santalandparade.com

www.facebook.com/Santalandparade

Dear Community Leader:

It's time to start thinking about the 2018 Downtown Garden City Santaland Parade. This year marks the 58th 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 2017 parade was another huge success with four 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, floats, dozens of local entries, a 100 year old Currier and Ives sleigh to transport Santa and more.

The parade was watched by thousands on the route and by over 10,000 through the parade's social media efforts on YouTube and Facebook.

The 2018 Downtown Garden City Santaland Parade is Saturday, November 24 at 10am.

Once again, the Downtown Development Authority has agreed to serve as the title sponsor of the parade. Among other parade elements supported through the DDA sponsorship, we are able to cover 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 \$11,000 (Not including the \$7,000 from the DDA) 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 2018, along with the support of the DDA, major contributions were made by the Buccilli Group (\$3,000), the DTE Energy Foundation (\$2,000) and Garden City Hospital (\$1,000). A \$700 in-kind donation was made by Inkorporate Graphics.

\$500 donations came in from Fleming Financial Services, Gordon Chevrolet, Barsamian, Family Dentistry, the Santeiu Family, Garden City Medical Center, Orin's Jeweler, Hershey's Shoes and Harris Funeral Homes. Donations of \$250 were received from Metropolitan Real Estate, Comcast, Tim Hortons, Garden City ACE Hardware and Dr. Harvey Ellis, DDS.

Rather than just take your money, we want you as a partner. For years now we've offered a well-received plan that allows for different sponsorship levels that in return give you visibility in the parade. Since we have added a Facebook component as well as a You Tube page, people from all over the world will know that that you supported this great holiday tradition. In the past two years, over 15,000 people watched the parade on Facebook and YouTube alone.

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 this address:

The Santaland Parade Committee

**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, 2018. 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

2018 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.santalandle.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

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.

SPONSORSHIPS OVER \$2,000 CAN BE CUSTOMIZED TO THE BUSINESS

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

2017 DOWNTOWN GARDEN CITY SANTALAND PARADE
SPONSORS

TITLE SPONSOR

GARDEN CITY DOWNTOWN DEVELOPMENT AUTHORITY (\$7,000)

Buccilli Group (\$3,000)

DTE Energy Foundation (\$2,000)

Garden City Hospital (\$1,000)

Inkorporate Graphics (\$700 In-Kind)

The Santeiu Family (\$500)

Gordon Chevrolet (\$500)

Garden City Medical Center (\$500)

Orin's Jewelers (\$500)

Dr. Mark Barsamian (\$500)

RG & GR Harris Funeral Homes (\$500)

Fleming Financial (\$500)

Hershey's Shoes (\$500)

Dr. Harvey Ellis, DDS (\$250)

Ace Hardware of Garden City (\$250)

Comcast (\$250)

Tim Horton's of Garden City (\$250)

Metropolitan Real Estate (\$250)



2018 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, 2018. Use of sponsorship logos is reserved for donations of \$500 or more.

.JPG, .PNG, OR .EPS FILES CAN BE USED.

