

## Community Leader,

Mayor Thomas Broderick, Jr. and The City of Anderson is once again preparing for our annual downtown Christmas Parade. Again this year the parade will be held in conjunction with the Winterfest organized by Anderson Indiana Main Street (AIMS).

The Winterfest activities will take place on December 1<sup>st</sup> and 2<sup>nd</sup> throughout the downtown area. The celebration and parade will wrap up the two-day event on Saturday, December 2<sup>nd</sup>, 2017.

We are contacting you with the opportunity to participate as a sponsor for Saturday's exciting events.



Mayor Thomas, J. Broderick, Jr.

### Timeline of Events on Saturday, December 2, 2017:

- 4:00 PM Santa Claus arrives at City Hall to greet Anderson's children
- 5:30 PM Lighting of the Christmas Tree by Mayor Thomas Broderick, Jr. on the lawn of City Hall
- 6:00 PM Spectacular Parade through the festive streets of Downtown Anderson

### Benefits of Sponsorship:

- Large enthusiastic following that will notice and appreciate your support of the event
- Halo effect of being a community supporter
- Opportunity to reach and network with a diverse audience and other like-minded business owners

**Our comprehensive sponsorship packages include a variety of promotional opportunities to suit your budget.**

### Gold Sponsor \$1000 Level

- Parade Float Award named after the sponsor
- Branding included on all parade marketing
- Includes all sponsorship opportunities listed below

### Silver Sponsor \$500 Level

- 2'x2' sponsor logo and brand identification sign on one of the concert stage
- Sponsor announced throughout parade by announcer
- Includes all sponsorship opportunities listed below

### Supporting Sponsor \$200 Level

- Sponsor logo and brand identification on 4 stands throughout parade route which offer free gifts to community members
- Sponsor announced throughout the parade by the announcer
- Float fees waived for Corporate sponsors with float in parade

The deadline for sponsorships is **November 22nd, 2017**. To sponsor and/or for more information contact Darla Couch, [DCouch@CityofAnderson.com](mailto:DCouch@CityofAnderson.com), 765.648.5947.

\*Send checks to City of Anderson, c/o Darla Couch, 120 East Eighth St. Anderson, IN 46016 \*Make checks payable to City of Anderson, memo line Christmas Parade. Please send a JPEG of your company's logo to [DCouch@CityofAnderson.com](mailto:DCouch@CityofAnderson.com).