

Community Leader,

Mayor Thomas Broderick, Jr. and The City of Anderson is once again preparing for our annual Christmas Celebration and parade through beautiful downtown Anderson.

The Parade and Celebration activities will take place on December 7th, 2019.

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

Timeline of Events on Saturday, December 7th, 2019:

- 3:00 PM Celebration begins at Dickmann Town Center
- 3:00 PM Santa Claus arrives to greet Anderson's children
- 5:30 PM Spectacular Parade through the festive streets of Downtown Anderson
- 6:30 PM Lighting of the Christmas Tree by Mayor Thomas Broderick, Jr.
- 7:00 PM Christmas Movie in Dickmann Town Center

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 Dickmann Town Center stage
- Sponsor announced throughout parade by parade master of ceremonies
- 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 parade master of ceremonies

The deadline for sponsorship is **November 25th, 2019**. However, the earlier you commit to sponsoring, the more we can market your brand. To sponsor and for more information, contact Darla Couch Sallee; DCouch@CityofAnderson.com, 765.648.5947.

*Send sponsorship checks to City of Anderson, c/o Darla Couch Sallee, 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.