



Saturday, November 28 at 10am
www.santalandparade.com

Dear Community Leader:

It's time to start planning the 2009 Garden City Santaland Parade. 2009 marks the 48th year and we're hoping to make this year's parade the best ever. This year the parade is again being put together by a committee of volunteers under the umbrella of the Garden City Community Coalition. Last year's parade was a huge success with two bands, two parade balloons, Shriners, team mascots, the Wayne County Sheriff mounted unit and a 100 year old Courier and Ives sleigh to transport 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 outstanding and the parade was able to raise \$10,000 to pay for its costs. What we hope to do is raise enough money to allow us to invite all of these entries back as well as pay for staging and other expenses necessary to operate the parade. Once again, the Garden City DDA has generously agreed to assist us with a generous donation to the parade, so we can concentrate on bringing joy to youngsters who line Ford and 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. We've developed a plan that allows for different sponsorship levels that in return give you visibility in the parade. The following page is an explanation of what you receive for your donation. Additional information about the parade is available at our new 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," with a notation that it is for the Santaland Parade. Checks should be sent to the Santaland Parade Committee- Attention Dan York, 6000 Middlebelt, Garden City, MI 48135.

If you have any questions call Dan York at 734-306-9490 and thanks in advance for your consideration of Garden City's 48th Annual Santaland Parade.

Best Wishes,

The Santaland Parade Committee

Donor (\$100)

You will receive a mention on the parades telecast (the parade will be broadcast a minimum of 36 times during the holiday) and a graphic listing on TV.

Santa's Elves (\$250)

You will also 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.

Santa's Reindeer (\$1000)

You will be invited to appear on the cable television broadcast to be thanked and allowed to tell people about your business along with the above mentioned benefits. GCTV reaches all 8,000 cable television homes in Garden City. 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, 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.

Santa Sleigh Sponsor (\$2,000)

Your logo will be placed on the vehicle towing Santa's float, consisting of a Courier and Ives sleigh, and your employees, children and friends can accompany the float wearing your company's promotional gear.



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