



Dear Community Leader...

We hope this letter finds you safe and well. The past year and a half has been difficult at the least and tragic in so many ways. Writing this letter even seems a little awkward. With so much that has happened and so much that is still happening, some might feel the resumption of a parade is inappropriate. We feel the opposite. We believe the return of the Garden City Downtown Development Authority Santaland Parade is important to the community, both from a symbolic standpoint and from a mental health standpoint. It's time to plan an event that



gives people hope and gives them something to look forward to and that's what we're going to do. The 2020 parade was to be the 60th annual parade...and even though the annual streak has been broken, the 2021 parade will be the 60th Santaland Parade on Saturday, November 27 and we plan on celebrating.

The parade is completely self-funded and put on by volunteers so

financial input from the community is essential. There are many fixed costs every year from barricades to costumes, bands to porta potties, entries to insurance and more.

These items run into the tens of thousands of dollars and being that this is the 60th parade and our grand return, we hope to make this parade even better. We have a great start with the title sponsorship of the Garden City Downtown Development

Authority, and we are hoping you will considering being a sponsor. We want to make sure that you get something for your money. 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.

With the explosion of social media, people from all over the world will know that that you supported this great holiday tradition. In 2018 and 2019 over 20,000 people watched the parade on Facebook and YouTube alone.

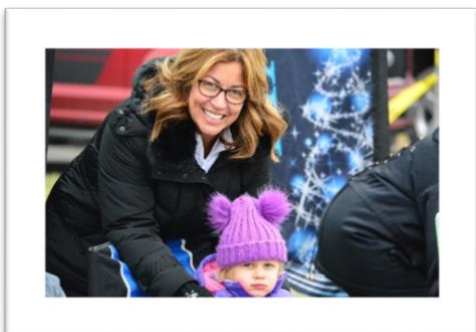


The following page is an explanation of what you receive for your donation.

Additional information about the parade is available at our website at www.santalandparade.com.

What if things take a turn for the worse and we are unable to have the parade? It's a very unlikely scenario since this is an outdoor event and Detroit has decided to hold their parade. But if that happens it would be your choice to either receive a refund or allow us to use your money for the 2022 parade. Either way you will be credited through social media platforms the instant you commit to your sponsorship.

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

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, 2021. 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.

2021 GARDEN CITY DOWNTOWN DEVELOPMENT AUTHORITY 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 and is streamed LIVE on Facebook and YouTube. The Santaland Facebook page is www.facebook.com/santalandparade and the YouTube channel is www.youtube.com/santalandparade . Most Santaland content is also seen on the City of Garden City's social media and others.

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 along with the above mentioned benefits.

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 telecast in a pre-recorded 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

2021 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 6, 2021. Use of sponsorship logos is reserved for donations of \$500 or more.

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

