



Dear Community Leader...

We hope this letter finds you safe and well. It's time to start planning the 61<sup>st</sup> Garden City Santaland Parade. This year's theme is "To the North Pole and Beyond, Christmas in Outer Space." We were thrilled last year to resume the in-person parade in front of thousands on the streets of Garden City and thousands more watch the telecast around the world on social media and GCTV. The



Santaland Parade is the longest running event in Garden City and shows no signs of slowing down.

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. We have a great start with the title sponsorship of the Garden City Downtown Development Authority, and we are hoping you will consider being a

sponsor. As always, 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 the past five years the parade has been viewed by tens of thousands on social media.

The following page is an explanation of what you receive for your donation. Additional information about the parade is available on our website at [www.santalandparade.com](http://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  
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, 2022. 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](mailto:danyork@danyork.net) and thanks in advance for your consideration of the Downtown Garden City Santaland Parade.



# 2022 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](http://www.facebook.com/santalandparade) and the YouTube channel is [www.youtube.com/santalandparade](http://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](mailto:danyork@danyork.net)

# SANTALAND PARADE SPONSORSHIP INFORMATION FORM

Name of Business

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Contact Person

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Amount of Donation

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Address

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E-Mail Address and Phone Number

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Type of Business

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Years in Business

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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](mailto: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.

