



Dear Community Leader...

We hope this letter finds you safe and well. It's time to start planning the 62nd Garden City DDA Santaland Parade. This year's theme is "Red, White and Jingle Bells- A Patriotic Christmas." We were thrilled with last year's parade in front of thousands on the streets of Garden City and thousands more watching the telecast around the world on social media. 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 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.

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 1082
Garden City, MI 48136



In order to be included on a banner or mentioned in any promotions, donations must be obtained by November 4, 2023. 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 a 734-306-9490 or e-mail him at danyork@santalandparade.com and thanks in advance for your consideration of the Downtown Garden City Santaland Parade.



2023 Sponsorship Levels



Donor (\$100)

You will receive a mention on the parades telecast along with a graphic listing on the telecast. The parade 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.

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.

Santa's Helpers (\$500)

You will be listed as a sponsor at www.santalandparade.com and your company logo will be used on the website and telecast.

Santa's Reindeer (\$1000)

You will be invited to either appear on the telecast for a short interview thanking you for your sponsorship, have a three-five minute pre-recorded interview done to be thanked and allowed to tell people about your business or the parade committee will produce a 15-30 second social media video/commercial promoting your business. The sponsor and parade committee will come up with a mutually agreeable selection. You will also receive a plaque that you can display in your business proclaiming your help with the Santaland Parade as well as the benefits of the three previous levels.

Shining Star/Balloon Sponsor (\$2,000)

Your contribution will give you all 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 and carry one of the parades inflatable balloons, if you choose.

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