



SPONSORSHIP INFORMATION



WWW.SANTALANDPARADE.COM



2025 SANTALAND PARADE

Dear Community Leader,

It's time to start planning the 64th Garden City Downtown Development Authority Santaland Parade coming up on Saturday, November 29 at 10am. Over the years, tens of thousands have viewed the parade from the streets of Garden City and through multiple video platforms. 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 spend what we take in and don't spend any more than we bring in, which is becoming more of a challenge as the cost of everything increases. We are hoping you will consider being a sponsor or continuing as a sponsor. As always, we want to make sure that you get something for your money. For years now we have offered a well-received plan that allows for different sponsorship levels that in return give you visibility in the parade and the community. 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, 2025. 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.



2025 SPONSORSHIP LEVELS

Elf Supporter – \$50

- Your business will be listed on the Santaland Parade website as a sponsor.

Social Media Sponsor – \$100

- You will be recognized as a Sponsor of the Santaland Parade on our Facebook and Instagram pages.
- Your business may participate in the parade (Business Entry Fee Waived).
- Includes all benefits listed above.

Santa's Elves – \$250

- You will receive a verbal mention and a graphic listing on the live parade telecast, streamed on Facebook and YouTube.
- Includes all benefits listed above.

Santa's Helpers – \$500

- Your business name will appear on a banner carried in the parade.
- Your logo will be featured on the Santaland Parade website and included in the parade telecast.
- Includes all benefits listed above.

Santa's Reindeer – \$1,000

- Choose one of the following options to thank and promote your business:
 - A short live interview on the parade telecast
 - A 3–5 minute pre-recorded interview
 - A 15–30 second social media video/commercial produced by the parade committee
- You will also receive a commemorative plaque to display at your business.
- Includes all benefits listed above.

Shining Star / Balloon Sponsor – \$2,000

- Your logo will appear on signage alongside one of our parade balloons.
- Your business may have representatives walk with and carry the balloon.
- You will be recognized as a "Shining Star" sponsor in our media campaign and on the telecast.
- Social media shoutouts will highlight Shining Star-level sponsors and above.
- Includes all benefits listed above.

Barricade Sponsor – \$3,000 (Only 2 Available)

- Recognized as a "Keeping the Parade Safe" sponsor.
- Your logo will be featured on two prominent barricades at the Ford & Middlebelt intersection.
- Your business description will be read on the telecast.
- Includes all benefits listed above.

TV Sponsor – \$5,000 (Only 1 Available)

- The parade's TV broadcast will be "Presented by [Your Business Name]."
- Includes all benefits listed above.

Sponsorships Over \$5,000 Can Be Customized

Let us work with you to create a unique sponsorship opportunity tailored to your business's goals.



2025 SPONSORSHIP FORM

Name of Business

Contact Person

Amount of Donation

Address

E-Mail Address and Phone Number

Type of Business

Years in Business

If you would like your company's logo used on the Santaland website or on the telecast, please send it to: danyork@santalandparade.com prior to November 6, 2025. Use of sponsorship logos is reserved for donations of \$250 or more. .JPG, .PNG, OR .EPS FILES CAN BE USED.