



Presents The Macomb County

Santa Parade

Dear

The 43rd annual Mount Clemens presents the Macomb County Santa Parade will take place on **Saturday, November 17, 2018 at 10:00 a.m.** Every year more than **1,000** people line the streets of downtown Mount Clemens to participate in this signature event that includes an impressive display of more than 150 floats, bands, fire trucks, and beauty queens. The 2018 parade will highlight Mount Clemens and Macomb County bicentennial celebration. We invite you to make your mark on Macomb County's history by becoming a parade sponsor.

With your generous sponsorship dollars, we are able to attract more marching bands, include more characters, and create spectacular floats drawing more of our residents to the parade and increase exposure to your organization. Please note that we have changed some of our sponsorship levels and benefits to maximize your contributions.

2018 Sponsorship Opportunities (See Enclosed Sponsorship Benefits & Application)

Presenting Sponsor	\$10,000 and above
Gold Sponsor	\$5,000 and above
Band Sponsor	\$1,500 and above
Silver Sponsor	\$1,000 and above
Balloon Sponsor	\$500 and above
Friend of the Parade Sponsor	\$250 and above

Community Food Drive: November 1-17, 2018.

In honor of our county's bicentennial celebration and the spirit of the holiday season, the City of Mount Clemens has collaborated with Oakland University to host a community food drive to support the Macomb Food program. We are encouraging all sponsors to join us in collecting donations. ***As an added benefit, all paid sponsorships received by October 5, 2018 will have their logo listed on all food collection boxes displayed throughout downtown Mount Clemens.***

Please complete the enclosed Sponsorship Entry form and return in the enclosed envelope with your check payable to **Mount Clemens Foundation** by no later than Friday, October 26. Please be sure to include a copy of your company logo and the exact way you would like your company name to appear on the banner. Please send electronic artwork to bdempsey@cityofmountclemens.com

If you should have any questions or concerns, please contact us at 469-6818 ext. 325. Thank you for your consideration and we look forward to you joining us for this historical and dazzling celebration. For more information visit www.mountclemenssantaparade.com.

In Parade Spirit,

Barb Dempsey, Mayor
Parade Coordinator
586.469.6818, ext. 313
Email: bdempsey@cityofmountclemens.com



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Sponsorship Levels and Benefits

(Official Website: www.mountclemenssantaparade.com)

Presenting Sponsor (only one sponsorship available- highest visibility) - \$10,000 and above

- Your company name and logo displayed on the official parade website
- Recognition in all printed media and advertising prior to the event
- Your company name and logo displayed on posters distributed throughout the county
- Recognition on all social media posts promoting the event
- Special social media recognition of your sponsorship after the event
- Your company name and logo prominently displayed on an individual banner carried in the parade
- Opportunity for two company representatives to carry your banner and volunteers to walk in the parade and distribute candy or trinkets (throwing of items is strictly prohibited). We can also provide banner carriers, if you wish.
- Dedicated main stage banner with your company name and logo
- Announcements throughout all stages of parade acknowledging your company's sponsorship
- Volunteer opportunities for your company employees
- Invitation to a post-parade reception (to be held at OU Anton/Frankel Center), special recognition at the event and photo opportunity with the mayor
- *Your company logo listed on food collection boxes displayed throughout downtown Mount Clemens – Your sponsorship must be received by October 5, 2018*

Gold Sponsor) - \$5,000 and above

- Your company name and logo displayed on the official parade website
- Recognition in all printed media and advertising prior to the event
- Your company name and logo displayed on posters distributed throughout the county
- Recognition on all social media posts promoting the event
- Special social media recognition of your sponsorship after the event
- Announcements throughout all stages of parade acknowledging your company's sponsorship
- Invitation to a post-parade reception (to be held at OU Anton/Frankel Center), special recognition at the event and photo opportunity with the mayor
- *Your company logo listed on food collection boxes displayed throughout downtown Mount Clemens – Your sponsorship must be received by October 5, 2018*

Band Sponsor - \$1,500 and above

- Your company name listed on the official parade website
- Recognition in printed media and advertising prior to the event
- Your company name and logo displayed on posters distributed throughout the county
- Recognition on all social media posts promoting the event
- Announcements throughout all stages of parade acknowledging your company's sponsorship
- Invitation to a post-parade reception (to be held at OU Anton/Frankel Center), special recognition at the event and photo opportunity with the mayor
- *Your company logo listed on food collection boxes displayed throughout downtown Mount Clemens – Your sponsorship must be received by October 5, 2018*

Silver Sponsor - \$1,000 and above

- Your company name and logo displayed on the official parade website
- Recognition in all printed media and advertising prior to the event
- Your company name and logo displayed on posters distributed throughout the county
- Recognition on all social media posts promoting the event
- Announcements throughout all stages of parade acknowledging your company's sponsorship
- Invitation to a post-parade reception (to be held at OU Anton/Frankel Center), special recognition at the event and photo opportunity with the mayor
- *Your company logo listed on food collection boxes displayed throughout downtown Mount Clemens – Your sponsorship must be received by October 5, 2018*

Balloon Sponsor - \$500 and above

- Your company name listed on the official parade website
- Recognition on social media posts promoting the event
- Your business will be displayed on sash worn by characters
- Announcement at parade acknowledging your sponsorship
- Invitation to a post-parade reception (to be held at OU Anton/Frankel Center), special recognition at the event and photo opportunity with the mayor
- *Your company logo listed on food collection boxes displayed throughout downtown Mount Clemens – Your sponsorship must be received by October 5, 2018*

Friend of the Parade Sponsor - \$250 and above

- Your company name listed on the official parade website
- Your company name will be displayed on a 3' x 5' banner carried in the parade
- Announcement at parade acknowledging your sponsorship
- *Your company logo listed on food collection boxes displayed throughout downtown Mount Clemens – Your sponsorship must be received by October 5, 2018*

Make check payable to Mount Clemens Foundation and mail to City of Mount Clemens, c/o Barb Dempsey, One Crocker Blvd, Mount Clemens, MI 48043

Priority Deadline (to include recognition of food drive collection boxes): October 5, 2018

A special thank you to all 2017 Sponsors

Presenting Sponsor – Axalta

Gold Sponsors – Macomb Daily Newspapers, C & G News

Silver Sponsors – Anderson, Eckstein & Westrick, Inc., Mount Clemens Kiwanis Club, Mount Clemens Lions Club, Oakland University, Chemical Bank, The Young and Old Newsboys Goodfellows of Mount Clemens, The Downtown Development Association, GFL Environmental Services, Mount Clemens Rotary Club, LaBelle Electric, MedStar Ambulance, Powder Cote II, Friends of Mount Clemens.

Balloon Sponsors – Nickel & Saph Insurance, Mount Clemens Rotary Club, Mount Clemens Coney Island, First Financial Services of MI.

Company Sponsors - Anton, Sowerby & Associates, Nick's Towing, Orleans Enterprises, Inc., Plante Moran, Wings Five, Inc., Mangan's Irish Hut, Macomb YMCA, Ruggirello, Velardo, Novara & VerBeck, PC, Dorian Quick Lane Tire and Auto Center, Bath City Bistro, Emerald Theatre.

Band Sponsor – McLaren Macomb Hospital, Henry Ford Macomb Hospital, Consumers Energy

Costume Character Sponsors – Baker College, Clinton Twp. Optimist Club, SBC Properties, Madison's Pub



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Official Sponsorship Application

We will participate as a:

- _____ Presenting Sponsor \$10,000 and above
- _____ Gold Sponsor \$5,000 and above
- _____ Band Sponsor \$1,500 and above
- _____ Silver Sponsor \$1,000 and above
- _____ Balloon Sponsor \$500 and above
- _____ Friend of the Parade Sponsor \$250 and above

Organization Name: (Please print clearly the name as you wish it to appear on the company banner or costume character sash)

Contact Person: _____

Address: _____

City, State, Zip: _____

Email Address: _____

Daytime Phone Number: _____

Fax Number: _____

Do you wish to be contacted about volunteer opportunities? ___Yes ___No

Please complete the enclosed Entry Application if you plan to have a group walking in the parade.

Make check payable to Mount Clemens Foundation

Mail to: City of Mount Clemens
c/o Barb Dempsey
One Crocker Blvd
Mount Clemens, MI 48043

Priority Deadline (to include recognition of food drive collection boxes): October 5, 2018. All sponsorships must be received by no later than October 26th

Please share additional information about your organization that you would like us to share with the crowd by announcers (limit to no more than 100 words):

