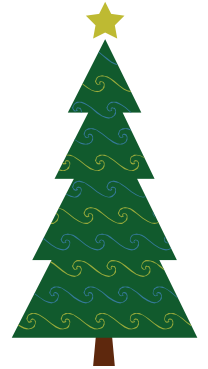




Gilroy Downtown Business Association
PO Box 2310
Gilroy, CA 95021
408-842-0005 ~ www.downtowngilroy.com



2017 Downtown Gilroy Holiday Parade and Tree Lighting

Dear Gilroy Holiday Parade and Tree Lighting Supporter;

The Gilroy Downtown Business Association, a 501c3 organization, is currently planning the Annual **Christmas Parade and Tree Lighting, scheduled for Saturday, December 2, 2017, beginning at 2:30 pm**. This event is the much-anticipated beginning to our community's busy holiday season and brings much needed support to our Downtown area. In addition to the Parade other activities scheduled for the day include: a Doggie Dress-Up contest, a variety of vendors representing non-profit organizations throughout the community, and performances by the Gilroy High Chamber Choir and Studio Three dancers. The festivities will culminate with the Downtown Tree Lighting and Santa's stop at at Downtown business where children can visit to share with him what is on their Christmas lists. The 2016 Holiday Parade and Tree Lighting drew over 5,000 attendees to Downtown Gilroy last year and we are anticipating even more attendees at the 2017 event.

The Gilroy Downtown Business Association would like to invite you to partner with us to once again make this event truly magical for our community. Should you have questions regarding our event, please don't hesitate to contact Melanie Corona, GDBA Coordinator, at: 408.607.2491 or Melanie@DowntownGilroy.com.

We thank you for your support. It is greatly appreciated.

Best regards,

Melanie Corona
Chair, 2017 GDBA Holiday Parade and Tree Lighting
408.607-2491 or Melanie@downtowngilroy.com



2017 Holiday Parade & Tree Lighting Sponsorship Levels

“Star of Light” Sponsor: \$1,000 ~ Share top billing as Title Sponsor. As a Star of Light sponsor, your business will receive full exposure throughout our marketing campaign and on the day of!

- Prominent logo placement on ALL event advertising: print ads, posters, banners, social media, & GDBA website
- Ad space in event program
- Prominent logo placement on Sponsor banner to be featured in the Parade
- Complimentary entry fee in the Parade **(\$25 value)**
- Complimentary vendor booth **(\$100 value)**
- Company name announced as Sponsor prior to and during the parade (5,000 attendees)
- Company logo and link on the GDBA website
- Feature in GDBA newsletter (available via email, and Facebook to GDBA subscribers)
- Opportunity to be a part of Santa’s entourage during the Parade and following
- Complimentary picture with Santa and his sleigh
- Help light the Downtown tree
- Commemorative plaque



“A Very Merry” Sponsor: \$750 ~ Help us fill the day with performers, artists and musicians as our community celebrates the holiday season.

- Logo on ALL event advertising: print ads, posters, banners, social media, and GDBA website
- Ad space in event program
- Logo featured on Sponsor banner to be featured in the Parade
- Complimentary entry fee in the Parade **(\$25 value)**
- Complimentary vendor booth **(\$100 value)**
- Company name announced as Sponsor prior to and during the parade (5,000 attendees)
- Company logo and link on the GDBA website
- Feature in GDBA newsletter (available via email, and Facebook to GDBA subscribers)
- Commemorative plaque



“Santa’s Elf” Sponsor: \$500 ~ Bring Santa’s sleigh to Downtown Gilroy for all of our good little girls and boys.

- Logo on ALL event advertising: print ads, posters, banners, social media, and GDBA website
- Ad space in event program
- Logo featured on Sponsor banner to be featured in the Parade
- Complimentary entry fee in the Parade **(\$25 value)**
- Company name announced as Sponsor prior to and during the parade (5,000 attendees)



- Company logo and link on the GDBA website
- Feature in GDBA newsletter (available via email, and Facebook to GDBA subscribers)
- Commemorative plaque

“Rudolph’s Crew” Sponsor: \$250 ~ Help GDBA light our tree in Downtown Gilroy

- **Business name** on ALL event advertising: print ads, posters, banners, social media, and GDBA website
- **Business name** featured on Sponsor banner to be featured in the Parade
- Complimentary entry fee in the Parade (**\$25 value**)
- Company name announced as Supporter prior to and during the parade (5,000 attendees)
- Mention in GDBA newsletter (available via email, and Facebook to GDBA subscribers)
- Commemorative plaque



“Downtown Angel” Sponsor: \$100 and under ~ Support the GDBA by adding your name to our list of Downtown Angels

- **Business name** on ALL event advertising: print ads, posters, banners, social media, and GDBA website
- Company name announced as Supporter prior to and during the parade (5,000 attendees)
- Mention in GDBA newsletter (available via email, and Facebook to GDBA subscribers)



SPONSOR DONATION FORM
GDBA Holiday Parade & Tree Lighting 2017

Name of Business: _____ Sponsorship Level: _____

Contact Name: _____ Contact #: _____

Contact Email: _____

Sponsor commitment must be received no later than November 1, 2017 to be included in marketing