



**NEWTOWN**  
AllAboutNewtown.org

## **7th Annual Newtown Holiday Parade**

**Sunday, December 4th, 2011**  
**Parade Festivities 1pm-5pm**  
**Parade kicks off at: 2:00 pm**

Sponsored by The Newtown Corporation:

**Come out to the Newtown Holiday Parade!** This huge event is a family tradition and continues to provide a magical experience for the whole community. Don't let your Business miss out on the opportunity to be involved in this great event.

The parade kicks off at 2PM from The Stocking Works on South State Street, travels north to Washington Avenue and makes a left. Then continues east one block to Sycamore Street and then make another right turn. The Parade will then continue north on Sycamore Street and ends Durham Road. Last year over 30 groups participated, over 800 people participated and several thousand lined the streets to watch.

### **2011 Parade Participant Registration Form Floats and Walking Group Requirements**

- All Floats and groups must be seasonal in theme.
- All floats must be motorized or pulled by some type of motor vehicle.
- Float's maximum width 8 ft., max. height 10 ft and max. length 40 ft.
- All floats must be registered in advance.
- For safety reasons all members of each float **MUST** ride on the float.
- No walkers along- side floats
- Marching groups in parade must have organized procession
- Registrations form must be received by November 15th
- Participants must arrive to the Stocking Works parking lot on South State Street at 1p.m. on December 4th, 2011.
- Event is Rain or Shine

**See Details on the Reverse....**

# Yes, I would like to be a Newtown Holiday Parade Sponsor.

## Enroll me as:

### \_\_\_\_\_ **Gold Star Sponsorship Package- \$450**

- Participation space in the parade.
- Your Company Coupon (size TBD) included on 10,000 piece advertising insert in the Advance Intercounty Newspapers.
- Company logo on Newtown Corporation website starting November 15th and during the month of December which receives over 1500 clicks per week.
- Company Logo included on poster and flyer and distributed through the community & emailed to over 5000 contacts.

### \_\_\_\_\_ **Silver Lights Sponsorship Package- \$300**

- Participation space in the parade.
- Your Company Logo included on 10,000 piece advertising insert in the Advance Intercounty Newspapers.
- Company logo on Newtown Corporation website starting November 15th and during the month of December which receives over 1500 clicks per week.
- Logo included on poster and flyer and distributed through the community and emailed to over 5000 contacts.

### \_\_\_\_\_ **Snowflake Sponsorship Package - \$150**

- Participation space in the parade.
- Your Company Name included on 10,000 piece advertising insert in the Advance Intercounty Newspapers.
- Company Name on Newtown Corporation website starting November 15th though the month of December.
- Company Name included on poster and flyer and distributed through the community and emailed to over 5000 contacts.

### \_\_\_\_\_ **Strutting our Stuff Sponsorship Package- \$75**

- Participation space in the parade.
- Any 501C3 – fee will be waived.

Group Name: \_\_\_\_\_

Group Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Event Day Cell Number: \_\_\_\_\_

List type of equipment, animals, etc.: \_\_\_\_\_

Theme: \_\_\_\_\_ # of Participants in your Group: \_\_\_\_\_

List type of equipment, animals, etc.: \_\_\_\_\_

**Deadline for receipt of your company logo is Nov 15th, 2011.** Full color - high resolution (300dpi) company logo must be emailed to Leigh Sheek-Vogel of Turning Point Design & Marketing: leigh@turningpointdm.com. Background should be transparent. Any sponsor logo questions can be directed to Leigh (215-357-1727) or leigh@turningpointdm.com

By signing below, I agree to hold harmless the Newtown Corporation as to any damage or theft to my property during the following event: Newtown Holiday Parade Sunday Dec 4th, 2011. I further agree to indemnify and hold harmless the Newtown Corporation as to any and all claims that may arise as a result of my participation in said event. Fee is non refundable for no shows or inclement weather. This signed application, along with payment, **MUST BE RECEIVED BY Nov 15, 2011** I have read this sponsorship enrollment form completely and agree to meet the required deadlines specified above, in order to receive all the benefits of my sponsorship level.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Make all checks payable:** Newtown Corporation and mail along with this completed form to: Newtown Corporation c/o Holiday Parade 40 S State St, Newtown PA 18940. Questions: Contact TinaLeck@georgeleckandson.com. Specific arrival and registration instructions will be mailed out the week of November 28th 2011.