

33rd Annual Alamo Heights Chamber of Commerce Holiday Parade on Broadway

TO: ALL OUR HOLIDAY PARADE FRIENDS & FANS

The “Annual Alamo Heights Chamber of Commerce Holiday Parade On Broadway” is sponsored by the *Alamo Heights Chamber of Commerce* with the support of community individuals, local organizations, small business owners, schools, and corporations that come together year after year to participate in this family-oriented event. The parade has persisted beyond all odds over the years and is on record as the longest standing parade in the *City of Alamo Heights*. The parade is very well loved in the community as is evidenced by a 30-year run.

This year’s parade will be on Saturday, November 21st. Line-up will start at 3:30 PM on the north side of Alamo Heights High School, on Fair Oaks Avenue. The parade will start at 5:30 PM and conclude at Cleveland Ct at approximately 6:30 PM. All parade participants, family and friends are invited to the party at the Stewart Center parking lot for refreshments, entertainment, and the presentation of Parade awards.

Again, in conjunction with the Santa’s Rolling Reindeer, we will be collecting new, unwrapped toys for children of all ages along the parade route and. We will also be collecting teddy bears to be donated to the Children’s Bereavement Center.

We invite you to become an official sponsor of the “33rd Annual Alamo Heights Chamber of Commerce Holiday Parade on Broadway.” We hope that your support will enable us to showcase the *City of Alamo Heights* and highlight your commitment to our community. (See attached Sponsorship Form for details).

We thank you for your time and look forward to any support you can offer. If you have any questions, please do not hesitate to contact us. Hope to see you at the “33rd Annual Alamo Heights Chamber of Commerce Holiday Parade on Broadway”!

Sincerely,

Emory Jones
Parade Committee Chairman

Juli Blanda – President
Parade Committee Chairman

**33rd Annual Alamo Heights Chamber of Commerce
Holiday Parade on Broadway**

Sponsorship Information

On behalf of the *Alamo Heights Chamber of Commerce*, we thank you for your support of our "33rd Annual Alamo Heights Chamber of Commerce Holiday Parade on Broadway". Below is a description of each sponsorship level. Please indicate below your level of sponsorship and return with your payment, if applicable, no later than October 1, 2009.

	Business Sponsors Level A	Business Sponsors Level B	Business Sponsors Level C	Business Parade Participants Level D	Non-Profit Organizations Level E
Cost for Alamo Heights Chamber of Commerce Members	\$5,000	\$630	\$430	\$130	FREE - for non-profits only
Cost for businesses that are not members of the Alamo Heights Chamber of Commerce	\$6,000	\$750	\$550	\$250	FREE - for non-profits only
Entry in Parade: Float, Band, Dance/Drill Team, Car, Truck, Horse, Walker	√√√	√√√	√√√	√√√	√√√
Booth Sponsorship: Booth space in Stewart Center parking lot (on Broadway), part of the sponsor party, visible to over 1,000 parade participants. Booth includes 10' X 10' space w/1 table & 2 chairs (must be staffed by your organization).	√√√	√√√	√√√	-----	-----
Print Advertising: Your company's name and logo in all Parade print advertising.	√√√	√√√	-----	-----	-----
Radio Advertising: Your company's name recognized in over \$10,000 worth of radio advertising.	√√√	√√√	-----	-----	-----
Street Banner Advertising: Your company's name and logo prominently displayed on two street banners advertising the Parade.	√√√	-----	-----	-----	-----
Named Sponsorship: Your company's name recognized as the exclusive "named sponsor" of the Parade.	√√√	-----	-----	-----	-----

IN-KIND DONATIONS may be accepted for Levels B through D, above. Complete & return the separate In-Kind Donation Form.

Company Name: _____ Contact Name: _____

Sponsorship Level: _____
 Circle One: Level A Level B Level C Level D Level E

Address: _____

City/State/Zip _____

Phone#: _____ Alternate #: _____

Fax #: _____ Email: _____

*Return to: Alamo Heights Chamber of Commerce, PO Box 6141, San Antonio, TX 78209
 Phone (210) 822-7027 Fax (210)745-4246 Email: admin@alamoheightschamber.org*

**33rd Annual Alamo Heights Chamber of Commerce
Holiday Parade on Broadway**

*Saturday, November 21, 2009
(Application Deadline: October 17, 2009)
Line-Up at 3:30 PM to 5:00 PM
Parade Begins at 5:30 PM*

PARADE PARTICIPANT APPLICATION FORM

Name: _____ Title: _____

Organization: _____ Phone#: _____

Fax#: _____ Alternate Phone#: _____

Email: _____

Address: _____ City/Zip: _____

Entry Type: Float: Band: Dance/Drill Team: Car: Horse: Walker:

Other: Specify: _____

Total Approx. Length Required For Entries: _____

Do you plan to use a sound system with your entry: Yes No # of Participants: _____

Brief description of your entry:

Describe any animals, indicate how they will be used, and describe your waste collection system:

Parade Entries are accepted by date received. When we reach our maximum number of participants, no more entries will be accepted. **Mail or fax this form before October 17, 2009** to:

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Phone (210) 822-7027 Fax (210)745-4246
Email: admin@alamoheightschamber.org

NOTE:

- *Parade will only be cancelled due to inclement weather.*
- *All participants not in line by 5:00 PM will be placed at the end of the parade line.*
- *\$250 Entry Fee for Commercial Businesses that are not AHCC members (\$130 for AHCC Members). See attached Sponsorship Form.*
- *Participation is free for Non-Profit Organizations, Clubs & Community Groups.*

33rd Annual Alamo Heights Chamber of Commerce Holiday Parade on Broadway

Saturday, November 21, 2009

In-Kind Donation

On behalf of the *Alamo Heights Chamber of Commerce*, we thank you for your support of our "33rd Annual Alamo Heights Chamber of Commerce Holiday Parade on Broadway". Please describe below your In-Kind Donation and return this Form no later than October 15, 2009.

_____ *Refreshments*

Description of Refreshment item(s): _____

Donation Value at Cost \$ _____

Items will be delivered to site Items need to be picked-up

Table or space needed to serve items You will provide staff to serve items Yes No

_____ *Other Services*

Description of Other Services: _____

Donation Value at Cost \$ _____

Company Name: _____

Contact: _____

Address: _____

City/State/Zip _____

Phone#: _____ Alternate #: _____

Fax #: _____ Email: _____

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