



October 15, 2019

Dear Downtown Merchant:

It's hard to believe, but the 56th Annual Wilmington Jaycees Christmas Parade is fast approaching. As you know, the Christmas Season does not officially begin until the Parade starts in downtown Wilmington. Before you know it, you will see the crowds. This year's Parade will be held on Saturday, November 30 at 11 am which again coincides with Small Business Saturday.

Our well known traditional parade has become one of the largest and most exciting events of the year in the Delaware Valley, bringing to Wilmington some 10,000 people. In addition to our local, full-televised coverage, we also have news reporting by the Philadelphia television stations.

The Jaycees have been involved with this Parade since 1964 and took it over in the late 1970s to help promote economic development in the City of Wilmington. We've been placing increased emphasis on that goal the last couple years and have been working with Downtown Visions and the Mayor's office to better promote the Parade and to encourage people to stay downtown after the Parade to shop and eat. However, the parade can only be successful with the support of the downtown merchants. Consequently, we request that you be a partial sponsor of the Small Business Float for \$100. For this small price, your company's name will be on each side of a professionally made float with the names of other small businesses that sponsored the small business float. We'll also recognize your business at the Grand Stand. In the event that \$100 doesn't fit into your budget, we would appreciate any other donations to help us defray the cost of the parade. For those who are looking to make a larger commitment, please see the reverse for our other sponsorship levels.

As we have done since 2008, the Parade will start at 5th and Market and proceed up Market to 11th. Additionally, the Grand Stand will be at 10th and Market in order to move the crowds closer to Market Street where many of the businesses are located. *We hope you will take advantage of the crowds by being open and in possibly running special promotions in connection with Small Business Saturday.*

If you have been a sponsor of the parade in the past, we thank you and hope you will do so again this year. If you have not done so previously, we hope you will seriously consider making this investment in your community and business.

Please contact us to let us know if we can count on your sponsorship this year as we'll be finalizing the sign by November 20. Your checks can be sent to our attention at the address below or we would be happy to drop by your business to pick it up.

Sincerely,

Sincerely,

Mark A. Oller
Parade Co-Director
302-388-5223
markoller@wilmingtontrust.com

Alex Mili
Parade Co-Director
302-345-0638
AMili@comcast.net

55th Annual Wilmington Jaycees Christmas Parade
Saturday, November 30, 2019 -Business Sponsorship Opportunities

Titanium **\$4,000**

- The World's Largest Santa Claus (30 feet tall helium balloon) to be staged at Rodney Square.
- Corporate name recognition in all radio and other announcements highlighting the World's Largest Santa Claus
- Entry of 1 traditional large professionally made float with your corporate banners on each side
- Up to three vehicles either on display and/or riding in the Parade
- Recognition on WilmingtonJaycees.org

Platinum **\$2,500**

- Entry of 1 traditional large professionally made float with your corporate banners on each side
- Entry of 1 ornamental balloon to be carried in the parade near corporate float
- One vehicle riding in the Parade
- Recognition on WilmingtonJaycees.org

Gold **\$1,650**

- Entry of 1 traditional large professionally made float with your corporate banners on each side
- Entry of 1 ornamental balloon to be carried in the parade along with your float or one vehicle riding in the Parade
- Recognition on WilmingtonJaycees.org

Silver **\$1,350**

- Entry of 1 traditional large professionally made float with your corporate banners on each side
- Recognition on WilmingtonJaycees.org

Bronze **\$ 500**

- One vehicle riding in the Parade
- Recognition on WilmingtonJaycees.org

Friend **\$ 250**

- Employees walking with business banner
- Recognition on WilmingtonJaycees.org

Small Business (reserved for small businesses in Downtown Wilmington) **\$ 100**

- Name on the small business float along with other small businesses
- Recognition on WilmingtonJaycees.org

Please accept our request to be recognized under the indicated sponsorship level:

Titanium (\$4,000) Platinum (\$2,500) Gold (\$1,650)
 Silver (\$1,350) Bronze (\$500) Friend (\$250) Small Business (\$100)

Corporate Name _____ Contact Person _____

Address _____

Office phone _____ Office E-mail _____

Please send the check and a copy of this form to Wilmington Jaycees Christmas Parade, P.O. Box 26120, Wilmington, DE 19899

Please contact Mark Oller at markoller@wilmingtontrust.com or 302-388-5223 with any questions or to discuss other opportunities.