



Dear Friends,

The Pomona Christmas Parade Committee and the Downtown Pomona Owners Association (DPOA) cordially invite your organization to be a sponsor of the Pomona Christmas Parade! This year's theme is Miracle on 2<sup>nd</sup> Street. The Grand Marshal is Legendary Boxer Sugar Shane Mosley.

The parade will once again take place in Downtown Pomona. The parade will travel west on historic 2<sup>nd</sup> street in Downtown Pomona and end at Pomona's City Hall where the Annual Holiday at the Plaza will be hosted in the afternoon. The parade is scheduled to be held on December 10<sup>th</sup>, 2011, 10am-12pm.

The parade is expected to bring residents, business, organization, schools, and the community at large together to celebrate and enjoy the holidays. Bands and community groups work and train hard all year in order to showcase their best talent at a SCSBOA sanctioned competition. What an honor it is to have them perform in our community. As of today, a wide variety of participants are expected with firm commitments from the Boy Scouts, Girl Scouts, Post 30 American Legion, Diamond Ranch High School, Garey High School, Pomona Eagles Lodge # 2215, and many more. We are expecting over 100 entries and approximately 2000 participants.

The success of Pomona Christmas Parade is made possible through the generosity of businesses and organizations such as yours. We hope we can count on your support as a sponsor. Sponsorship levels are outlined in the accompanying information.

If you have any questions, or if you would like further information, please do not hesitate to contact the DPOA office at 909-469-1121. Thank you, in advance, for your support.

Sincerely,

Larry Egan & André Robinson  
Chairpersons of the Pomona Christmas Parade Committee

DPOA's Federal ID # 34-2045068

**Mail to:** Downtown Pomona Owners Association (DPOA)  
C/O Christmas Parade Committee  
101 W. Mission Blvd., #110-410  
Pomona, CA 91766

Phone: 909-469-1121 • Fax: 909-469-1120 • Email: [metropomona@hotmail.com](mailto:metropomona@hotmail.com)

# Christmas Parade Sponsorship Levels

## **Platinum Sponsor - \$1,500**

- Continuous recognition as title sponsor during parade announcements and press releases
- Special recognition at City awards ceremony
- Recognition of sponsorship in parade printed materials
- Participation in the parade (in car) as a VIP/title sponsor
- Continental breakfast for two (2) in VIP registration area
- Company representatives can walk company banner in parade
- Recognition of sponsorship on Downtown Pomona's website (company logo must be submitted in jpg or .gif format to metropomona@hotmail.com)
- Recognition of sponsorship on Downtown Pomona's social networks such as Facebook & Twitter

## **Gold Sponsor - \$750**

- Recognition as a gold sponsor during parade announcements and press releases
- Recognition of sponsorship in parade printed materials
- Participation in the parade (in car) as a sponsor
- Continental breakfast for two (2) in VIP registration area
- Company representatives can walk company banner in parade
- Recognition of sponsorship on Downtown Pomona's website (company logo must be submitted in jpg or .gif format to metropomona@hotmail.com)

## **Silver Sponsor - \$500**

- Recognition as a silver sponsor during parade announcements and press releases
- Recognition of sponsorship in parade printed materials
- Participation in the parade (in car) as a sponsor
- Continental breakfast for two (2) in VIP registration area
- Company representatives can walk company banner in parade

## **Bronze Sponsor - \$250**

- Recognition as a bronze sponsor during parade announcements.
- Company representatives can walk company banner in parade
- Continental breakfast for two (2) in VIP registration area

## **Friend of the Pomona Christmas Parade (OTHER) - \$200 or less**

- Mention as a Friend of the Pomona Christmas Parade during parade announcements.
- Company representatives can walk company banner in parade

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# Christmas Parade Sponsorship Entry Form

Saturday, December 10, 2011

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**YES, I want to be a Pomona Christmas Parade Sponsor!**

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Please check your selection:

- \$1500 Platinum Sponsor**
- \$750 Gold Sponsor**
- \$500 Silver Sponsor**
- \$250 Bronze Sponsor**
- Other: \$ \_\_\_\_\_**

Email Logo and/or Ad to: metropomona@hotmail.com

**Please be sure to send one (1) person from your group to check in at registration upon your arrival. Go to [www.downtownpomona.org](http://www.downtownpomona.org) to find more information.**

Entry Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

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

E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_

Estimated Number of Participants: \_\_\_\_\_

Please describe your entry.

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**Remember, Santa Claus is NOT allowed as part of your entry and there is NO THROWING of candy or other items during the parade. Handing out items is okay.**

**If you have any questions, call the DPOA office at 909-469-1121.**

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