

Celebrate Birmingham



Hometown Parade



Hats off to our Heroes!

May 21, 2017 – 1 p.m.

Join the Celebration!

Dear Valued Community Member,

For more than 45 years, the City of Birmingham has hosted a spring parade welcoming almost 2,000 residents and visitors from all across Oakland County. The Celebrate Birmingham Hometown Parade celebrates our community, residents, businesses, organizations, religious institutions, schools, veterans and public safety officers. The Parade embraces neighborhood traditions and the vibrant downtown.

Many families enjoy this annual parade which takes place on Sunday, May 21st at 1:00 p.m. in beautiful downtown Birmingham. Following the parade, Shain Park will be filled with fun children's games, inflatables, food, and music.

How can you participate? *You may be a Sponsor, Be in the Parade and/or Volunteer*

As a valued member of the community, we invite you to be a part of this tradition by supporting this event as a parade participant, a sponsor or just come out and volunteer. This event is funded by donations from great people running businesses like yours!

Enclosed is a sponsorship form showing the various sponsor levels. We hope that you will consider helping to ensure the success of this wonderful community event. To participate as a unit in the parade, just complete the enclosed registration form or visit www.bhamgov.org/parade to register on-line. Volunteers can go to our website and register.

Come Join us for a fun-filled afternoon!

Birmingham Hometown Parade Committee

Birmingham Hometown Parade Committee
151 Martin St. Birmingham, MI 48009
(248) 530.1880

www.bhamgov.org/parade



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2016 SPONSORSHIP LEVELS

Grandstand Sponsor - \$1,000.00

- Name included in all **printed** materials and press releases
 - Company Logo displayed prominently on sponsor signs in the Park
 - Company Logo displayed prominently on the volunteer shirts
 - Company logo displayed prominently on Parade website through December 31, 2017.
- Optional sponsor information table in the center of the park activities. (Call for details.)
- OR Choose to sponsor a specific park activity:
 - 2 Inflatables or 2 Strolling performers

Parade Master - \$500.00

- Company Logo displayed on signs in the Park
- Company Logo displayed on the volunteer shirts
- Company Logo displayed on Parade website through December 31, 2017.
- OR Choose to sponsor a specific park activity:
 - Inflatable
 - DJ/Music
 - Face Painters

Parade Friend - \$50 TO \$200

- Name displayed on signs in the Park
- Name displayed on Parade website through December 31, 2017
(www.bhamgov.org/parade)

In-kind contribution (See value above)

Examples: Advertising, Printed Materials, Entertainment, Sound System, Etc

- In-kind (please list) _____
- Value of in-kind donation _____ \$

- Contact Cheryl Arft for more information at 248.530.1880 or carft@bhamgov.org.



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YES!! WE WOULD LIKE TO SPONSOR THE 2017 CELEBRATE BIRMINGHAM HOMETOWN PARADE!!

Please select a Sponsor Level:

Grandstand Sponsor (\$1,000)
If sponsoring a specific park activity, please list _____

Parade Master (\$500)
If sponsoring a specific park activity, please list _____

Parade Friend (\$50 – \$200)

In-kind contribution (value \$ _____)
Description:

Please Note: Sponsorship payment is due in full with sponsor form. Grandstand and Parade Master sponsors, please email your company logo to carft@bhamgov.org by **April 19, 2017**.

Company Name _____ Contact: _____

Address _____ City _____ State _____ Zip _____

Phone _____ Email _____

I prefer to be contacted via: (Check 1) Phone or Email

Thanks for your support! Make Checks Payable to:

City of Birmingham – Hometown Parade 151 Martin, Birmingham, MI 48009

(248) 530.1880

www.bhamgov.org/parade



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PARADE PARTICIPANT REGISTRATION FORM

Name of Organization _____

Contact Person _____

Address _____

City/State/Zip _____

Contact Phone () _____ - _____

Email _____

I prefer the Parade Information Packet be sent via:

Email

Regular Mail

Type of unit in Parade _____

(ex: float, marchers, band, car)



Size of the unit (# of cars, floats, marchers) _____

Comments for TV (give some interesting background or description of the group/organization)

Please return form by April 29, 2017

Birmingham Hometown Parade, 151 Martin, Birmingham, MI 48009, fax: 248.530.1080, or email the information to: carft@bhamgov.org Register Online! www.bhamgov.org/parade

Once your form is received, your organization's information will be processed. You will receive your parade line up number and information packet the second week of May. The parade lineup will also be posted on www.bhamgov.org/parade. If you have any questions prior to that, please contact the City Clerk's Office at: (248) 530.1802.