



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!

Many years ago the Christmas Parade was in Downtown Pomona. Thanks to the help of various groups working together, it is back! It's back with a new name, a new route, and a new look after last year's unfortunate absence. Tentatively, the parade will go down historic 2nd and 3rd Street in downtown Pomona and end at Pomona's City Hall where the Annual Holiday Lane will be hosted in the afternoon. The parade is scheduled to be held on December 12th, 2009, 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, Ganessa High School, Pomona Eagles Lodge # 2215, and many more. It is expected that as many as 100 entrants will participate.

The success of Pomona Christmas Parade is made possible through the generosity of businesses and organizations such as yours. In these challenging economic times, 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 either Chairperson of the Christmas Parade, Larry Egan at 909-469-1121 or André Robinson at 909-263-7561. Thank you, in advance, for your support.

Sincerely,

Larry Egan
André Robinson
Chairpersons
Pomona Christmas Parade Committee

DPOA's Federal ID # 34-2045068

Deadline for Entry, Fees, & Sponsorships: Friday, November 13, 2009

Hope to see you there!

Mail to: Downtown Pomona Owners Association (DPOA)
C/O Christmas Parade Committee
401 S. Main St., STE 101
Pomona, CA 91766

Christmas Parade Sponsorship Levels

Platinum Sponsor - \$1,500

- Continuous recognition as title sponsor during live cable parade telecast
- Recognition of sponsorship in parade printed material (company logo must be submitted no later than October 30, 2009)
- 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
- Participation in awards presentation at the end of the parade
- One full page ad in the Downtown's Metro Minute newsletter OR add space in Daily Bulletin announcing business/person as proud sponsor
- Recognition of sponsorship on Metro (Downtown) Pomona's website (company logo must be submitted in .jpg or .gif format to downtownpomona@hotmail.com)

Gold Sponsor - \$750

- Recognition as a gold sponsor during live cable parade telecast
- 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
- Half page ad in the Downtown's Metro Minute newsletter OR add space in Daily Bulletin announcing business/person as proud sponsor

Silver Sponsor - \$500

- Recognition as a silver sponsor during live cable parade telecast
- Participation in the parade (in car) as a sponsor
- Company representatives can walk company banner in parade
- Quarter page ad in the Downtown's Metro Minute newsletter

Bronze Sponsor - \$250

- Recognition as a bronze sponsor during live cable parade telecast
- Participation in the parade (in car) as a sponsor
- Company representatives can walk company banner in parade
- Business card ad in the Downtown's Metro Minute newsletter

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

- Mention as a Friend of the Pomona Christmas Parade live cable parade telecast
- Participation in the parade (in car) as a sponsor
- Business card ad in the Downtown's Metro Minute newsletter

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Christmas Parade Sponsorship Entry Form

Saturday, December 12, 2009

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

Please check your selection:

- \$1500 Platinum Sponsor**
- 7500 Gold Sponsor**
- \$500 Silver Sponsor**
- \$250 Bronze Sponsor**
- Other: \$ _____**

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

Please be sure to send one (1) person from your group to check in at registration upon your arrival. Go to www.mentropomona.com to find more information.

Entry Name: _____

Contact Name: _____

Address: _____ City: _____

Zip Code: _____ E-mail address: _____

Telephone (Day): _____ Telephone (Evening): _____

Estimated Number of Participants: _____

The local cable station will televise the Parade. Please describe your entry for our emcees.

Please return entry form no later than Friday, November 13. Remember, absolutely NO Santas are allowed as part of your entry and there is no throwing of candy or other items during the parade.

If you have any questions, call Larry Egan, Parade Chairperson at 909-469-1121 or André Robinson, Parade Co-Chairperson at 909-263-7561.

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