



50TH ANNUAL PACOIMA CHRISTMAS PARADE

September 15, 2017

Dear Friends, Family and Colleagues,

It is with great pleasure that we invite you to take part in a historical achievement in celebrating our 50th Annual Pacoima Christmas Parade. This event will take place on Saturday, December 9th, 2017 at 9:00am. This year our parade route will be along Van Nuys Boulevard between Laurel Canyon Boulevard and Herrick Avenue.

This year's theme is ***"Pacoima's Golden Memories"***.

It's an exciting time of the year where you and your loved ones can join us in celebrating our 50th year anniversary and observe our time-honored traditions. In celebration of our 50 years, we will be commemorating each decade and highlighting organizations in our Pacoima Historical time line. Together we will deliver a festive event in the spirit of the holidays.

Your participation will continue the year long tradition of supporting and highlighting our great schools, organizations, businesses, and non-profits in the Northeast San Fernando Valley. Please join us along with City Council District 7, Pacoima Neighborhood Council, LAPD Foothill Division and Pacoima Beautiful, in making this event one to remember. For your convenience, we have enclosed a Parade Entry and Sponsorship form for this year's event.

If you should have any questions or concerns, please do not hesitate to contact the office at (818) 896-8140 or email admin@pacoimachamber.com. Together, let's celebrate our successes and achievements!

Respectfully,

Joanne Castaneda

Joanne Castaneda

President

Pacoima Chamber of Commerce





 **50TH ANNUAL PACOIMA CHRISTMAS PARADE**

PARADE ENTRY INFORMATION – Page 1 of 2

Organization Name: _____

Contact Person: _____

Address: _____ City _____

Phone: (_____) _____ or (_____) _____

Email: _____

- Marching Band # of Band Members _____
- Dance Group # of Dancers _____
- Drill Team # of Members _____
- Equestrian Group **(Please complete "Equestrian Group" Form)**
- Car Club # of Vehicles _____ (max. 6)
- Motorcycle Club # of Motorcycles _____ (max. 6)
- Business Description _____
- Church/ Religious Org Description _____
- Sports Organization Description _____
- Other Description _____

REGISTRATION FEE

* \$125 Equestrian Camp * \$100 groups * \$ 125 car/motorcycle club (max 6 vehicles)

*Schools are free, 20% discount for Chamber Members

Please submit your complete form to:

Pacoima Chamber of Commerce

Check payable to: Pacoima Beautiful (memo: Parade Entry)

13420 Van Nuys Blvd., Pacoima, Ca. 91331

Entry Form and Fee is due by NOVEMBER 27, 2017



 **50TH ANNUAL PACOIMA CHRISTMAS PARADE**

PARADE ENTRY INFORMATION – Page 2 of 2

Please provide a brief description of your entry and the involvement of your group within the surrounding community.

List any accomplishments your organization, school, business or church achieved throughout 2017

In consideration of being permitted to take part in the 2017 Pacoima Christmas Parade, the participant hereby releases, holds harmless and waives all claims against Pacoima Beautiful, Pacoima Chamber of Commerce and LAPD Foothill Division, their agents, employees and sponsors for any losses or injuries of any kind whatsoever arising out of the 2017 Pacoima Christmas Parade.

Signature of Entry Representative

Date



50TH ANNUAL PACOIMA CHRISTMAS PARADE

EQUESTRIAN GROUP FORM

Business/Organization Name: _____

Contact Person: _____

Address: _____ City _____

Phone: (____) _____ or (____) _____

Email: _____

Please be aware that you **MUST** have the following requisites in order to participate in the Parade:

- 2 Persons to pick up waste walking behind the 6 horses**
- Sanitation on wheels will be provided & must be returned at at the end of the parade.**
- Maximum of 6 horses per group.**
(If you have more than 6 horses, you must complete An additional Parade Entry Form and pay an additional \$100.00 entry fee.)

**Please submit your complete form and to:
Pacoima Chamber of Commerce**

**Check payable to: Pacoima Beautiful (memo: Parade Entry)
13420 Van Nuys Blvd., Pacoima, Ca. 91331**

Equestrian Group Form is due by NOVEMBER 27, 2017 at 5:00pm



 **50TH ANNUAL PACOIMA CHRISTMAS PARADE**

SPONSORSHIP FORM

Business/Organization Name: _____

Contact Person: _____

Address : _____ City _____

Phone: (_____) _____ or (_____) _____

Email: _____

- Title Sponsor** **\$ 10,000.00**
- Presenting Sponsor** **\$ 5,000.00**
- Platinum Sponsor** **\$ 2,500.00**
- Gold Sponsor** **\$ 1,250.00**

(Please see Page 2 of the Sponsorship Form to show you what is included in your Sponsorship)

Please submit your complete form to:
Pacoima Chamber of Commerce
Check payable to: Pacoima Beautiful (memo: Parade Sponsor)
13420 Van Nuys Blvd., Pacoima, Ca. 91331

Please contact our office to confirm your sponsorship for the Parade via Telephone at 818-896-8140 or via email to admin@pacoimachamber.com



50TH ANNUAL PACOIMA CHRISTMAS PARADE

PAGE 2 OF SPONSORSHIP FORM

Title Sponsor

\$10,000

- Name and Logo on all Parade Advertisement and Press Releases
- Company Logo on Official Parade Banner
- Company Banner Displayed at Parade Grand Stand Seating Area
- Preferential Parade Line up
- 20 VIP Seating Tickets
- Full Page inside Front Cover in Parade Souvenir Program
- Recognition as Sponsor on all Social Media
- Participation in Ceremonial Parade Ribbon Cutting
- Parade Entry

Presenting Sponsor

\$5,000

- Name and Logo on all Parade Advertisement
- Company Logo and Official Parade Banner
- Company Banner Displayed at Parade Grand Stand Seating Area
- Preferential Parade Line up
- 10 VIP Seating Tickets
- $\frac{3}{4}$ Page Inside Back Cover in Parade Souvenir Program
- Recognition as Sponsor on all Social Media
- Parade Entry

Platinum Sponsor

\$2,500

- Name and Logo Official Parade Banner
- Company Banner Displayed on Parade Route
- Preferential Parade Line up
- 5 VIP Seating Tickets
- $\frac{1}{2}$ Page in Parade Souvenir Program
- Recognition as Sponsor on all Social Media
- Parade Entry

Gold Sponsor

\$1,250

- Name and Logo on Official Parade Banner
- Company Banner Displayed on Parade Route
- Preferential Parade Line up
- 2 VIP Seating Tickets
- $\frac{1}{4}$ Page in Parade Souvenir Program
- Recognition as Sponsor on all Social Media
- Parade Entry



 **50TH ANNUAL PACOIMA CHRISTMAS PARADE**

PARADE SOUVENIR PROGRAM AD FORM

Business/Organization Name: _____

Contact Person: _____

Address : _____ City _____

Phone: (_____) _____ or (_____) _____

Email: _____

Please check all ad sizes that apply:

- | | |
|---|------------------|
| <input type="checkbox"/> Business Card | \$100.00 |
| <input type="checkbox"/> ¼ Page | \$ 250.00 |
| <input type="checkbox"/> ½ Page | \$ 500.00 |
| <input type="checkbox"/> Full Page | \$ 750.00 |

IMPORTANT: Please send an electronic version image (high resolution JPEG or PDF only)
For your ad to admin@pacoimachamber.com

Please submit your complete form to:
Pacoima Chamber of Commerce
Check payable to: Pacoima Beautiful (memo: Parade Sponsor Ad)
13420 Van Nuys Blvd., Pacoima, Ca. 91331

Program Ad Form due by NOVEMBER 27, 2017 at 5:00pm



 **50TH ANNUAL PACOIMA CHRISTMAS PARADE**

PACOIMA CHRISTMAS 2017 PARADE PARTICIPANT WAIVER

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Group Name (Please print clearly)	Primary Contact (Please print clearly)
() -	/ /
Direct Contact / Cellular Number	Signature of the Primary
	Date

All additional Adults in your group must sign below, printing their names in the left column and signing their names on the corresponding line in the right column. Parents or Guardians must sign for any child under the age of 18 by printing the child's name in the left column and by signing the parent or guardian's name in the corresponding right column. Please check the "Minor" box if the participant is under the age of 18.

Print Name	Parent/Guardian Signature	Minor
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>



50TH ANNUAL PACOIMA CHRISTMAS PARADE

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