

October 29, 2009

Dear Community Business Partner:

The City of Henderson is proud to host WinterFest, an annual holiday celebration, December 10-12, 2009. At this time, we are seeking your support as a sponsor for the WinterFest Parade on Saturday, December 12, 2009 at 10 a.m. For a third year, the theme is "Toys on Parade."

Sponsorship from community members is essential to the success of the event. In addition, this is a great opportunity for your company to receive exposure during the WinterFest Parade.

As a participating sponsor you may have the chance to receive:

- Company name announced during the parade
- Company information distributed along parade route
- Booth space at WinterFest on Saturday, December 12 from 10am – 7pm
(Limited availability)

Enclosed you will find details of the sponsorship opportunities for the WinterFest Parade.

Sponsorship forms, with payment, are due no later than Monday, November 16, 2009.

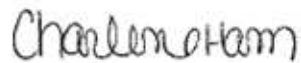
Other participation opportunities are available. We have included a parade packet if you choose to build or create your own entry.

If you have questions or would like more information, please call me at (702) 267-2171, Tuesday-Friday from 7:30 a.m.-5:30 p.m, or by e-mail at Charlene.Ham@cityofhenderson.com.

We appreciate your consideration and look forward to hearing from you soon.

Sincerely,

CITY OF HENDERSON



Charlene Ham
Cultural Arts & Tourism Department

Enclosures



WINTERFEST 2009 SPONSORSHIP OPPORTUNITIES

- DECK THE HALLS - \$100**
 - ◆ *Company name announced during the parade route broadcast*

- JINGLE BELLS - \$300**
DECK THE HALLS PACKAGE, PLUS...
 - ◆ *Company flyers, brochures or coupons distributed during the parade route (company must provide)*
 - ◆ *Company name listed in official WinterFest Parade Program*

- WINTER WONDERLAND - \$500**
JINGLE BELLS PACKAGE, PLUS...
 - ◆ *One 10 x 10 area for booth space** during WinterFest on Saturday December 12 from 10 a.m.-7 p.m. (Limited availability.)*

As a **Winter Wonderland Sponsor**, your company will have the opportunity to set-up your own booth in a pre-designated 10x10 area to sell merchandise or distribute other promotional material. Please come self-contained, with your own booth/equipment. NO food sales allowed.

SPONSORSHIP AGREEMENT

SPONSOR/
COMPANY NAME: _____

CONTACT NAME: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

PHONE: _____ FAX: _____

E-MAIL: _____

DECK THE HALLS (\$100) JINGLE BELLS (\$300) WINTER WONDERLAND (\$500)

Signature of Authorization: _____ **Date:** _____

Return the signed Sponsorship Agreement with your check payable to the “**City of Henderson**” to: City of Henderson, Cultural Arts & Tourism Department, MSC 311, PO Box 95050 Henderson, NV 89009-5050.

Your commitment is needed on or before November 16, 2009, to meet operational deadlines.

Thank you for your sponsorship and your support!

P A R A D E E N T R Y F O R M

WINTERFEST PARADE
2009 THEME: "Toys on Parade"
 Saturday, December 12, 2009, 10 a.m.
Deadline for Submission: Wednesday, November 25, 2009

Name of Entry: _____	
Contact Person: _____	E-mail: _____
Address: _____	Phone: _____
City, State, Zip: _____	Fax: _____

(TYPE OF ENTRY REQUESTED FOR PARADE PLACEMENT PURPOSES – CHECK ONLY ONE)

<u>COSTUME(S)</u>	<u>GENERAL</u>	<u>Marching Groups, Drill Teams, Bands</u>
___ Costume (Group) ___ Costume (Individual) Please Note - Costumes Should Represent The Following: a- Children's Toy(s) Theme b - Holiday Theme c - General Children's Theme	___ Float ___ Equestrian ___ Special Interest Vehicle ___ Unique Entry ___ Other (Explain: _____ _____ _____)	___ Drill Team ___ Junior High Band ___ Senior High Band ___ Out-of-State Band ___ Marching Group

Santa will be a special guest. No other "actual" Santas will be permitted in the parade. Santa decorations may be used.

Please Complete the following:

- **Will your entry have either of the following:** Recorded Music Live Music
- Will being placed next to a band disrupt your entry: Yes No
- Approximate Length for Entry: _____ ft.
- Script for announcers attached: Yes No

(Script required with completed application at time of submittal – Script to be **NO** more than five lines – see sample on attached Script Form).

PARADE ENTRY PRIZES

\$1,000 - Best Overall Themed Entry

\$500 - Best Costume

(Parade entries are eligible for one prize – NOT eligible for both prizes.)

To Be Returned By All Parade Participants

By my signature hereon, I have the authority on behalf of the participating party as registered for this event. I hereby release and discharge the City of Henderson and their officers, members, agents, employees, and other persons connected with this parade from any and all known or unknown damages, injuries, losses, judgments and/or claims for any cause whatsoever suffered by me personally or to my property, the participating party or its property, as well as anyone under my direction or control.

I also agree to indemnify without reservation or qualification, all of the aforementioned persons from any an all liability occasioned by or resulting from any conduct of any person assisting or cooperating with me and/or under my direction or control.

I have read and understand the foregoing and realize that my signature hereon limits my rights at law.

Signature: _____ Date: _____

Print Name: _____

NOTE: Initials required on Page 2

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WINTERFEST PARADE
2009 THEME: "Toys on Parade"
Saturday, December 12, 2009, 10 a.m.
Deadline for Submission: Wednesday, November 25, 2009

1. Thank you for participating in the WinterFest Parade on Saturday, December 12, 2009.
 - The Parade Theme is: "Toys on Parade".
 - Parade will start promptly at 10 a.m.
 - The parade staging area will be at Ocean Avenue and Water Street.
 - Entries to be staged in their designated space by 9 a.m.

(All Entries are strongly encouraged to incorporate the parade theme "Toys on Parade". We encourage entries to be geared toward walking participants. The parade route has been adjusted to accommodate the groups.)
2. In order to lend additional color and flavor to the occasion, and to increase spectator appeal, the Committee has established a minimum decoration requirement:
 - All autos and trucks must be decorated from window down (except special industrial equipment, antique autos and special interest autos).
 - **ENTRIES MUST NOT BE WIDER THAN 20 FEET OR TALLER THAN 17 FEET.**
 - Motorized car clubs/motorized group cars must not be longer than 300 feet in length.
 - You may display any number of suitable identifying cards relating to your business or organization.
 - In order for the announcers/commentators to identify your entry, your entry number must be displayed.
 - All entries will be inspected in the parade staging area. If the entry does not meet these requirements, it will be disqualified from the parade.
3. **Absolutely NO objects may be thrown from the parade entries. No alcohol will be allowed in the parade staging area or is to be consumed or carried by the parade participants during the parade. Violators will be disqualified by parade officials. All participants must be dressed in FAMILY ACCEPTABLE dress code. Also, there will be NO water guns, water balloons or spraying of water from entries. Please remember Santa will be a special guest in the parade. We request, PLEASE NO other "actual" Santas will be incorporated within the parade. Santa decorations are allowed.**
4. **All entries must move in a forward line of march / direction.**
5. **Your parade number and staging area map MUST be picked up at the Henderson Convention Center, 200 S. Water Street. Numbers / area maps will be available Monday, December 7- Friday, December 11 from 7:30 a.m. to 5:30 p.m.**
6. **Attention Marching Groups and Drill Teams:** Please keep pace with the parade procession. There will be parade monitors stationed along the parade route to help maintain uniform spacing.
7. **Attention Equestrian Entries:** Twenty-four hours prior to the parade, please keep your horses off hay or green pasture in consideration of the marching groups. Each equestrian entry must provide one clean-up crew member who is responsible for marching behind the horse(s) for immediate clean-up if necessary.
8. **Awards to follow at the Henderson Events Plaza, 200 S. Water Street, at approximately noon. Winners not present will be notified on Tuesday, December 15, 2009, by telephone. Please be sure to have your correct phone number on application.**
9. Parade judges will be looking for the best incorporation of the parade theme into your entry and for the most unique costume depicting the parade theme. **REMEMBER: "Toys On Parade"** is this year's theme. Entries are eligible to win one of the two prizes offered. Entries are not eligible to win both.

Please Return Entry Form To:

City of Henderson ■ Cultural Arts & Tourism Department MSC 311 ■ P.O. Box 95050 ■ Henderson, NV 89009-5050
(702) 267-2171 phone ■ (702) 267-2177 fax



Dear Parade Participant:

All parade entries are required to provide a parade script for the 2009 WinterFest Parade. Please attach this script with your parade entry application. Scripts will be used by parade announcers to describe your entry as you travel down the parade route. Please include a brief overview of your entry and/or organization, as well as the phonetic spelling of how to pronounce names.

If you have any questions, please contact us at (702) 267-2171.

Script Sample/Example:

Here is Henderson Libraries' new Bookmobile with special guests from Hogwarts, Harry, Ron, and Hermione (Her-my-eh-nee). Now, in addition to visiting any one of your 4 Henderson Libraries, you can visit the bookmobile to checkout books, DVDs, music, CDs and more! You can also request library materials, and participate in summer and winter reading programs on the bookmobile. Check out our website, mypubliclibrary.com for more information on library hours and locations, and our bookmobile schedule.

Parade Entry Name: _____ Contact Name/Number: _____

Please, no more than five lines.

Please Return Script with Entry Form To:

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