



## Festival of Lights Holiday Parade Breakfast with Santa

Each holiday season, festive storefront windows, holiday music, visits with Santa, trees dotted with white lights, and lampposts adorned with garland and bows all transform Downtown Crystal Lake into a winter wonderland. The holiday season is a chance for families and friends to gather together and experience that hometown holiday feeling.

By sponsoring downtown holiday events such as the *Festival of Lights Holiday Parade* and *Breakfast With Santa*, your business name will be closely associated with two very popular events, which bring thousands of people to the heart of Crystal Lake.

The *Festival of Lights Holiday Parade and Breakfast with Santa* events are organized and staffed by volunteers of Downtown Crystal Lake, a not-for-profit organization. To help offset some of the costs for hosting these events, Downtown Crystal Lake is offering sponsorship opportunities. Becoming an activity sponsor of the *Festival of Lights Holiday Parade* or *Breakfast with Santa* will enable your business to reach a very large target market through our multi-media marketing.

The enclosed packet outlines sponsorship opportunities for your company. Join us as we make this year our biggest and brightest season while making holiday dreams come true in Downtown Crystal Lake.

If you have any questions, please feel free to call us at (815) 479-0835. Thank you for your consideration.

Sincerely,

Diana Kenney  
Co-Executive Director

Helene Koester  
Co-Executive Director

**Downtown Crystal Lake's  
Festival of Lights Holiday Parade and Breakfast with Santa  
2005 Events Fact Sheet**

**FESTIVAL OF LIGHTS HOLIDAY PARADE**

**Description:**

This will be the ninth annual Festival of Lights Holiday Parade. It is the only nighttime parade in Crystal Lake. Last year, the parade was a huge success, drawing several thousand people who lined the parade route to watch the extraordinary floats, entertainment, musical and community groups light up the streets of Downtown Crystal Lake.

**Date/Time:**

Friday, November 25, 2005 -- Steps off at 7 PM

**Location:**

The parade route includes Walkup, Grant, Woodstock, and Williams Streets.

**BREAKFAST WITH SANTA**

**Description:**

Children and their families enjoy a full buffet breakfast with Santa and Mrs. Claus.

**Date/Time:**

Saturday, December 10, 2005 -- 9AM

**Location:**

Old Towne Hall, 54 Brink Street

**BOTH EVENTS**

**Target Market:**

The demographic target market is broad-based, with an emphasis on families. The events draw from Crystal Lake and surrounding communities.

**Holiday Event Marketing:**

- Listing in 10,000 Downtown Crystal Lake Calendar of Events brochure
- 5,000 flyers distributed to local preschool and school-age children
- Full Page Ad in the Northwest Herald
- Bi-Monthly Ads in the Northwest Herald
- Articles in the "Downtown Times" newsletter distributed to 800 area businesses and residences
- Press Release in the following publications: Chicago Tribune, Daily Herald, Northwest Herald, Crystal Lake Chamber of Commerce Newsletter, Lifestyles Magazine, McHenry County Business Journal, & many more
- Local Area Marquees
- Website Postings for Community Events



# Festival of Lights Holiday Parade



Friday Evening, November 25, 2005 ~ 7:00 PM

## Sponsorship Information

With your help, the only night time parade in Crystal Lake is sure to be bigger and better than ever!  
This is a community-wide event. You don't have to be a downtown business to participate.

### Level 1 ~ Parade Sponsor

- Your name will appear on a banner in front of the parade
- Your name will be announced as a supporter of the parade
- Your name will appear on 5,000 holiday flyers

### Level 2 ~ Musical School Group Sponsor

- All the benefits of Level 1; plus
- Your name will appear on a sign which will be displayed in front of the performing group

### Level 3 ~ Musical Group Sponsor

- All the benefits of Level 2; plus
- Your name will appear in all holiday press releases

### Level 4 ~ Marching Band or Float Sponsor

- All the benefits of Level 3; plus
- Your name will appear on a sign which will be displayed in front of the Marching Band or Float entry

### Level 5 ~ Parade Grand Marshall

**SOLD!**

- All the benefits of Level 3; plus
- You will be the Parade Grand Marshall, leading the parade

### Parade Viewing Stand Sponsor

- Your name will appear on a sign near the parade viewing stand

### DJ Sponsor

- Your name will appear on a sign near one of the parade DJ's

***Sponsorship deadline is Thursday, November 10th!***



***Yes, I want to support this year's Festival of Lights Holiday Parade!***

Level 1 ~ Parade Sponsor  \$100

Level 2 ~ Musical School Group Sponsor  \$250

Level 3 ~ Musical Group Sponsor  \$500

Level 4 ~ Marching Band or Float Sponsor  \$1,000

Level 5 ~ Parade Grand Marshall  **SOLD!**

Parade Viewing Stand Sponsor  \$100

DJ Sponsor  \$100

**Make check payable to Downtown Crystal Lake**

Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

**Send checks and completed form to**

Downtown Crystal Lake  
25 W. Crystal Lake Avenue  
Crystal Lake, IL 60014



***Sponsorship deadline is Thursday, November 10th!***

# Breakfast with Santa

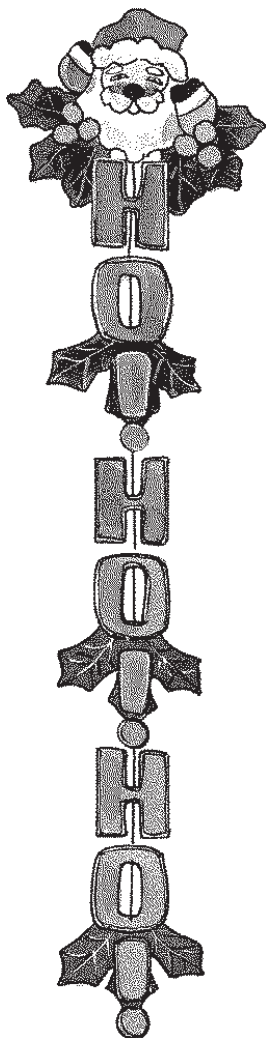
Saturday, December 10, 2005 ~ 9:00AM

## Sponsorship Information

For many, Breakfast with Santa has become an annual family tradition. The event is SOLD OUT every year!

Families enjoy a full buffet breakfast with Santa and Mrs. Claus at the Old Towne Hall.

Each child will spend time visiting and having their photo taken with Santa before going home with a gift.



### *Breakfast with Santa Sponsorship Opportunities:*

#### Music and Entertainment

- Your name will appear on a sign near the entertainment
- Your name will appear on the event program
- Your name will be announced as a sponsor by the event emcee
- Your name will appear on 5,000 holiday event flyers

#### Food and Beverages

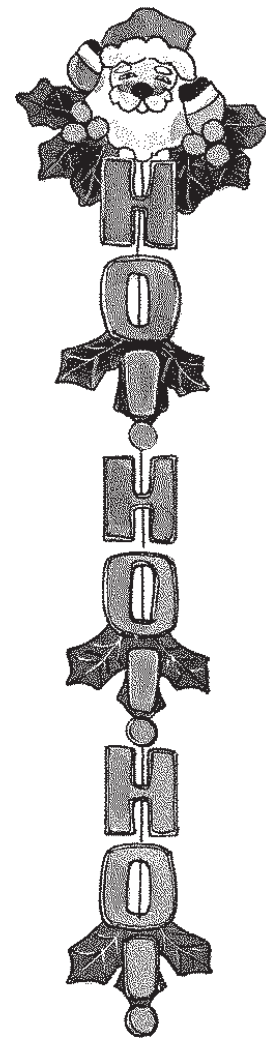
- Your name will appear on a sign near the food table
- Your name will appear on the event program
- Your name will be announced as a sponsor by the event emcee
- Your name will appear on 5,000 holiday event flyers

#### Children's Gifts **SOLD!**

- Your name will appear on a sign near the gift table
- Your name will appear on the event program
- Your name will be announced as a sponsor by the event emcee
- Your name will be appear on 5,000 holiday event flyers

#### Photos with Santa

- Each child will get a **free** photo with Santa
- Your name will appear on the back of the photo folder
- Your name will appear on the event program
- Your name will be announced as a sponsor by the event emcee
- Your name will appear on 5,000 holiday event flyers



***Sponsorship deadline is Thursday, November 10th!***

***Yes, I want to support this year's Breakfast with Santa!***

Music and Entertainment  \$100

Food and Beverages  \$200

Children's Gifts **SOLD!**

Photos with Santa  \$500

**Make check payable to Downtown Crystal Lake**

Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

**Send checks and completed form to:**

Downtown Crystal Lake

25 W. Crystal Lake Avenue

Crystal Lake, IL 60014



***Sponsorship deadline is  
Thursday, November 10th!***