

# “Holiday Magic” December 5, 2015

The Lowell Parks Department, Town of Lowell, and the Lowell Chamber of Commerce would like to invite you to experience the beauty and magic of Historic downtown Lowell on December 5, 2015 for our community “Holiday Magic” events. All of these events are free to attend, due to generous donations from you! Please consider sponsoring, donating, or volunteering! Listed below is a brief description of our upcoming “Holiday Magic” events.



## Candy Cane Hunt 4pm

Children 12 and under are invited to hunt for over 2,000 candy canes hidden throughout Liberty Park. Gold bowed candy canes win a sweet prize! Enter our raffle to win a great basket!



## Parade of Lights 6pm

A spectacular tradition that continues to grow each year. Lighted floats illuminate Lowell streets for the finale with Santa Claus’ arrival!



## Tree Lighting Ceremony

Immediately following Santa’s arrival into town, please join us at Legion Park as Santa lights the town tree. This tradition is sure to get you in the holiday spirit with entertainment from Lowell High School choir and band members!

## SPONSORSHIP INFORMATION

PLEASE CHECK THE CORRESPONDING BOX

### GOLD SNOWFLAKE SPONSOR \$300

YOUR ORGANIZATION WILL BE ANNOUNCED AT THE CANDY CANE HUNT AND THE PARADE OF LIGHTS AS A GOLD SNOWFLAKE SPONSOR. THIS ANNOUNCEMENT WILL INCLUDE A SHORT NARRATIVE ABOUT YOUR ORGANIZATION AND PROMOTION OF ANY UPCOMING SPECIALS OR EVENTS THAT YOU WOULD LIKE TO PROMOTE \* LARGE COMPANY LOGO ON EVENT SIGNAGE THAT WILL BE HUNG AT BOTH EVENTS \* YOUR SPONSORSHIP WILL BE MENTIONED IN ALL EVENT PRESS RELEASES & SOCIAL MEDIA Gold Snowflake sponsors: please email us a copy of your logo and a brief narrative to be read during the event!

### SILVER SNOWFLAKE SPONSOR \$200

YOUR ORGANIZATION WILL BE ANNOUNCED AS A SILVER SNOWFLAKE SPONSOR DURING THE PARADE OF LIGHTS \* YOUR COMPANY NAME WILL BE LISTED AS A SILVER SNOWFLAKE SPONSOR DURING THE PARADE OF LIGHTS \* YOUR SPONSORSHIP WILL BE MENTIONED IN ALL EVENT PRESS RELEASES & SOCIAL MEDIA

### BRONZE SNOWFLAKE SPONSOR \$ 100

YOUR ORGANIZATION WILL BE ANNOUNCED AS A BRONZE SNOWFLAKE SPONSOR DURING THE PARADE OF LIGHTS \* YOUR COMPANY NAME WILL BE LISTED AS A BRONZE SNOWFLAKE SPONSOR DURING THE PARADE OF LIGHTS

### IMPORTANT SPONSOR, DONATION & PARADE INFORMATION

SPONSOR APPLICATION DEADLINE: 11/16/15

PARADE APPLICATION DEADLINE: 11/25/15

DONATIONS WILL BE ACCPETED UNTIL 11/30/15

(Please let us know if you would like us to pick them up)

PLEASE MAKE CHECKS PAYABLE TO:

TOWN OF LOWELL

MAIL TO: LOWELL PARKS PO BOX 157

LOWELL IN 46356

**THANK YOU FOR YOUR SUPPORT!!**

## DONATION OPPORTUNITES

PLEASE CHECK THE CORRESPONDING BOX

I WOULD LIKE TO MAKE A MONETARY DONATION IN THE AMOUNT OF \$\_\_\_\_\_

I HAVE A BASKET I WOULD LIKE TO DONATE TO THE RAFFLE.

I WOULD LIKE TO VOLUNTEER TO HELP AT THE CANDY CANE EVENT!

## YOUR INFORMATION

YOUR COMPANY: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY, STATE, ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

## HOW WOULD YOU LIKE TO PARTICIPATE?

I would like to SPONSOR

I would like to DONATE

I would like to VOLUNTEER

I would like to enter into the PARADE

**For your convenience the Parade of Lights application is printed on the back of this form!**

LOWELL PARKS & RECREATION DEPT.  
17105 CLINE AVENUE \* PO BOX 157  
LOWELL, IN 46356  
PHONE: (219) 696-1570 FAX (219) 696-5062  
EMAIL: recdirector@lowell.net

## ABOUT YOUR ENTRY

**Please Circle One:**

Float    Marching/Walking Unit    Vehicle  
          Animal Unit            Other

**Is music part of your entry?**

\_\_\_\_\_ Yes                      \_\_\_\_\_ No

**Entry Name:** ( this is the name we will use to announce you )

**Size of Entry:**    \_\_\_\_\_ Width    \_\_\_\_\_ Length

**Number of Persons /Vehicles Participating**

**Number and Description of Animals**

**Please indicate any special considerations we need to know regarding your entry:**

**Parade Announcement**

In 50 words or less, what would you like the announcer to say about your entry?

## 17<sup>TH</sup> ANNUAL PARADE OF LIGHTS APPLICATION

### ABOUT YOUR ORGANIZATION

**Business/Organization/Group**

**Representative Name**

**Address**

**Phone#/Fax#**

**Email**

You will receive your staging location information via email on or before December 1, 2015. If you have not received this information by this date, please contact the park office.

Your entry number will be given to you by our Parade Official when you arrive at your staging location.

**THANK YOU FOR PARTICIPATING IN THE  
17<sup>TH</sup> ANNUAL PARADE OF LIGHTS!**

**PLEASE NOTE:** No entry fee is required to participate in the parade. Donations are always appreciated! Donation information can be found on the other side of this form.

## RULES & GUIDELINES

**Rules and Guidelines:** The Grinch and Santa Claus are reserved for use by the Parks Department. All entries must have lights. All animals units must provide a clean-up crew. Only family friendly items may be passed out during the parade. Application will not be accepted unless signed & initialed. Entries can be mailed, faxed or dropped off at the Park Office.

**All entries must be received no later than 4pm on November 25<sup>th</sup>.**

\_\_\_\_ (initial) I/We hereby absolve and hold harmless the Lowell Parks Department, Town of Lowell of any and all responsibility for any damage due to accident or negligence on our part.

\_\_\_\_ (initial) I/We have reviewed and understand the parade rules and guidelines.

**SIGNATURE** \_\_\_\_\_

**DATE** \_\_\_\_\_

**Lowell Parks & Recreation  
Department**

**PO BOX 157  
LOWELL, IN 46356  
PHONE (219) 696-1570  
FAX (219) 696-5062  
recdirector@lowell.net**