

Holiday Magic November 25, 2017

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 November 25, 2017 for our community "Holiday Magic" events. All of these events are free to attend, due to generous donations from you! Please consider donating, sponsoring, participating or volunteering this holiday season!

Company: _____

Contact Person: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

I would like to sponsor
Sponsor opportunities are to the right

I would like to enter the parade
Parade application is on the reverse side

I would like to volunteer
Fill out the above & we will contact you

I would like to donate
Please make checks payable to The Town of Lowell

HOLIDAY MAGIC EVENTS

Candy Cane Hunt 2pm

Children 12 & under are invited to hunt for over 2,000 candy canes hidden in Liberty Park.

Find a specially marked candy cane and win a sweet prize! Registration is not necessary.



Parade of Lights 6pm

A spectacular tradition that continues to grow each year.

Lighted floats illuminate Lowell streets for the finale of Santa Claus coming to town!

Tree Lighting Ceremony

Immediately following Santa's arrival, please join us at Legion Park as Santa lights the town

Christmas tree! This tradition is sure to get you in the holiday spirit! Entertainment provided by Lowell High School Choir & Band!



Visit with Santa

Girl Scout Service Unit #309 will host the visit with Santa at the Lowell VFW at 17401 Morse Street following the tree lighting ceremony. Refreshments will be available for a small donation. Please contact Vicki Livingston at (219) 775-8000 for more information about this event.

Sponsorship Opportunities

Gold Snowflake Sponsor \$300

You will be announced at the Candy Cane Hunt & Parade as a Gold Snowflake level sponsor. Your announcement will include a short narrative about you and an opportunity to promote future specials or events. Your company logo & name will appear on event signage during our "Holiday Magic" events. Your name will be mentioned in all event press releases and social media posts.*Email logo & parade announcement before 11/1/17

Silver Snowflake Sponsor \$200

You will be announced during the parade as a Silver Snowflake level sponsor. Your company name will be listed on event signage during our "Holiday Magic" events.

Bronze Snowflake Sponsor \$100

You will be announced during the parade as a Bronze Snowflake level sponsor.

Checks should be made payable to
The Town of Lowell

Deadline for Sponsor Commitment 11/1/17

19th Annual Parade of Lights Application

Name/Business/Organization

Contact Person

Address

Phone#

Email

You will receive your staging location and information via email on or before 11/20/17.

If you have not received this information by this date, contact the park office.

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

There is no entry fee to enter into the Parade of Lights. However donations are encouraged. Checks should be made payable to The Town of Lowell

About Your Entry

Name of Entry

This is how your entry will be introduced

Please Circle One

Float Vehicle Animal Unit
Marching/Walking Unit Other

Is music part of your entry?

Yes or No

Size of Entry

___ width ___ length

Number of People/Vehicles

___ People ___ Vehicles

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.

Rules & Guidelines

The Grinch and Santa are reserved for use by the Parks Department. All entries must have lights. All animal units must provide a clean-up crew. Only family friendly items may be passed out during the parade. Application will not be accepted unless it is **signed & initialed**. Applications must be received by 11/10/17. They can be mailed, faxed, or emailed.

___(initial) I/We herby absolve and hold harmless the Lowell Parks Dept., Town of Lowell and Lowell Chamber of Commerce of any and all responsibility for any damage due to accident or negligence on our part.

___(initial) I/We have received and understand the parade rules and guidelines.

Signature _____

Date _____

Lowell Parks Department

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(219) 696-5062 FAX
Email: recdirector@lowell.net