Dear Local Business,

I hope this letter finds you well. As the holiday season approaches, we are excited to announce the upcoming Johnson City Holiday Parade, scheduled for Thursday, December 3, 2026, beginning at 7:00 p.m. This annual event brings together our community in a celebration of joy, unity, and the festive spirit that defines this wonderful time of year.

The Johnson City Holiday Parade has become a cherished tradition, attracting families, friends, and visitors from across the region. This year, we aim to make the event even more spectacular, and we need your support to make it happen. We are inviting local businesses like yours to participate in or donate to the parade. Your participation can take various forms, including:

1. Float Participant: Showcase your business by creating a float that reflects the holiday spirit and your brand's unique personality.
2. Product Donations: Contribute goods or services that can be used as prizes, giveaways, or support for the event.
3. Monetary Donations: Financial contributions will help cover the costs of organizing the parade, including security, decorations, and entertainment.

For monetary sponsors, your business will receive recognition through various channels, including:

- Radio Sponsor ($1,000) - Business logo displayed on parade sponsor vehicle, posters, website/social media and throughout radio advertising.
- Platinum Sponsor ($500) - Business logo displayed on parade sponsor vehicle, posters, website and social media.
- Gold Sponsor ($250) - Business logo displayed on posters, website, and social media.
- Silver Sponsor ($100) - Business logo displayed on website.

Participating in the Johnson City Holiday Parade is a fantastic way to give back to the community, increase your brand's visibility, and join in the festive cheer. We hope you will consider being a part of this special event. We are happy to discuss any ideas you may have and answer any questions. Thank you for considering this opportunity to spread holiday joy and support our community.

Sincerely,

Katelynn Hrywnak
Co-Chair, JCEC

Matt White
Co-Chair, JCEC

Sponsorship Information

Business Name: _____

Name of Business Contact: _____

Phone Number / Email of Contact: _____

Business Address: _____

_____

Sponsorship Packages:

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- ☐ Platinum Sponsor ($500) - Business logo displayed on parade sponsor vehicle, posters, website and social media.
- ☐ Gold Sponsor ($250) - Business logo displayed on posters, website, and social media.
- ☐ Silver Sponsor ($100) - Business logo displayed on website.
- ☐ Other Amount

Please send information by November 14, 2026 (earlier for most advertising time!)

Johnson City Events Committee
c/o Julie Beard
229 Deyo Hill Road
Johnson City, NY 13790