

2016 ELIZABETHTOWN HOLIDAY PARADE

Colors of the Season



Saturday, November 19, 2016 6:00 p.m.

Elizabethtown Borough invites you to participate in the Annual Holiday Parade! The event will be held on Saturday, November 19th at 6:00 p.m. (inclement weather date/time 6:00 p.m. Sunday, December 4th). The theme this year is ***Colors of the Season***. Floats and motorized vehicles may begin lining up at the staging area on West Bainbridge Street by entering from Masonic Drive at 5:00 p.m. Walkers may arrive at 5:30 p.m. and enter the staging area from South Market Street. Walkers should not be dropped off at the West Bainbridge/Masonic Drive intersection.

Prizes will be awarded as follows:

Commercial:
1st & 2nd Place

Nonprofit:
1st & 2nd Place

Judges' Choice Award:
1st Place

Entries will be judged upon *Best Use of Theme (50%); Originality (20%); Charm (10%); Technical Performance (10%); Audio/Visual Appeal (10%)*

Please note: As Santa is the Grand Finale of the parade, NO SANTAS are permitted in any groups or on any floats.

Performances will be conducted before the Judges' reviewing stand; in order to ensure a smooth parade route, please limit any presentation to less than one (1) minute.

Parade Entry Categories:

- Commercial: Motorized vehicles or trailers pulled by a commercial vehicle designed to display company logo, products, and/or services **(\$30)**
- Nonprofit: Motorized vehicles or trailers pulled by a *noncommercial* vehicle; i.e., no display of company logo, products and/or services **(FREE)**
- Walkers: No motorized vehicles; i.e., adult/youth groups, horses, bands, etc. **(FREE)**

Sponsorship Opportunities:

- \$1,000—ANGEL (Thank-you letter from Santa, business logo on banner at Judges' table, prime placement on all advertising materials, special recognition by Borough Council and Mayor Mummert, opportunity to assist with award presentation at the December 15th Council Meeting, and place of honor in the parade—ushering in Santa—to the first ANGEL Sponsorship received)
- \$500—STAR (Thank-you letter from Santa, business logo on banner at Judges' table, inclusion in advertising materials, and special recognition from Borough Council and Mayor Mummert)
- \$250—HOLLY (Thank-you letter from Santa, business logo on banner at Judges' table, and inclusion in advertising materials)
- \$100—SNOWFLAKE (Thank-you letter from Santa and business logo on banner at Judges' table)
- \$50—ELF (Thank-you letter from Santa)

Return Application, Hold Harmless Agreement, Sponsor Form, and check payable to ELIZABETHTOWN BOROUGH to:
Elizabethtown Annual Holiday Parade

Elizabethtown Borough, 600 South Hanover Street, Elizabethtown PA 17022
Phone: 717-367-1700; FAX: 717-367-6800; Email: boro@etownonline.com

Application Deadline—Tuesday, November 1, 2016.

(A late fee of \$25 may apply to any entry received after 11/1/16.)