



Dear Community Partner,

GEARS has begun the planning for the 2020 Elizabethtown “Reverse Holiday Parade” to be held at 4:00 p.m. on Saturday, December 5th. We are once again excited to offer this great Elizabethtown tradition, even if it will be different than years past. This year’s theme will be “**Jingle Bell Drive**”.

With the support and guidance of the Pennsylvania Department of Health, Elizabethtown Police Department, Elizabethtown Borough, and Mount Joy Township, we have been able to create a fun and safe alternative to a traditional parade. In our “reverse parade”, elements will be along a route that is spread out between the EASD Fairgrounds and Elizabethtown Brethren in Christ Church parking lot. Spectators will be able to safely attend the event by driving through the parade route in their own vehicles to enjoy all the sights and sounds of Jingle Bell Drive!

Contributions to past parades went a long way toward ensuring the success of this popular, annual community event for residents of the greater Elizabethtown area. We are hopeful that we will be able to count on the continued support we have received in the past, while creating new relationships as well.

Sponsorship opportunities are available at various levels ranging from \$100 to \$1,000. If you are interested and able to sponsor, please complete the attached form and return it to the GEARS office as soon as possible. Our office is currently closed, so the completed agreement can either be emailed to NateDiegel@GetIntoGEARS.org or mailed to 70 South Poplar Street, Elizabethtown, PA 17022. If you wish to drop off paperwork and payment to the office, you will need to call the GEARS office at 717-367-0355 to make an appointment to do so. As always, please feel free to also call the GEARS office with any questions you may have.

In the meantime, mark your calendar now and plan to join us for the Reverse Holiday Parade on Saturday, December 5th.

We thank you in advance for your support.

Elizabethtown Holiday Parade Committee



70 South Poplar Street, Elizabethtown, PA 17022

717.367.0355 (Phone) 717.367.4138 (FAX) GetintoGEARS.org



Elizabethtown “Reverse Holiday Parade”

GEARS began management of the Parade in 2017, which has been a very successful and well attended event. Due to the circumstances our nation is in right now, our traditional Holiday Parade will look a bit different. What hasn't changed is the importance of our local community support and generous sponsorship/donations from local businesses. Please look at the following opportunities to find one that best fits your organization.

Jingle Bell Sponsor: \$1000

- **Considered a presenting sponsor of the reverse parade**
- Prominent element position in “parade” layout
- Name and logo will be utilized in promotional materials for the parade
- Name and logo will appear on social media promotion
- Name and logo will appear in the GEARS monthly E-Newsletter

Kris Kringle Sponsor: \$500

- Name will be utilized in promotional materials for the parade
- Name will appear on social media promotion
- Name will appear in the GEARS monthly E-Newsletter

Reindeer Sponsor \$250

- Name will be utilized in promotional materials for the parade
- Name will appear on social media promotion

Elf Sponsor \$100

- Name will appear on social media promotion
- Name will appear on judges stand banner

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2020 ELIZABETHTOWN REVERSE HOLIDAY PARADE Sponsorship Opportunities

Jingle Bell Drive

Saturday, December 5, 2020 ☞ 4:00 p.m.

Organization/Business: _____ Contact Person: _____

Address: _____

Daytime Phone: _____ Email: _____

Sponsorship Opportunities:

\$1,000—Jingle Bell Sponsor

\$500—Kris Kringle Sponsor

\$250—Reindeer Sponsor

\$100—Elf Sponsor

Signature: _____ Date: _____

Important Details:

- This form and your check payable to GEARs 70 South Poplar Street, Elizabethtown should be mailed or brought to the office by **Friday, October 30th, 2020**. Please call 717-367-0355 and make an appointment before coming to the GEARs office.
- Please email your company logo to NateDiegel@GetintoGEARS.org for inclusion on banners and promotional material.
- For questions/more information contact: Nate Diegel at 717-367-0355 or NateDiegel@GetintoGEARS.org

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