



Town of Estes Park:

Catch the Glow Parade

The 30th Annual "Catch the Glow" Parade will brighten downtown Estes Park the day after Thanksgiving - Friday, November 23, 2018. Each year as many as 30,000 people line Elkhorn Avenue to "Catch the Glow" of this whimsical holiday parade, as well as spend the afternoon visiting Santa, enjoying hayrides and strolling through downtown Estes Park. The parade features more than 40 units, including hand crafted floats from the Town and nonprofits, marching bands, fire trucks and other specialty vehicles. Please consider joining our sponsorship team to help us design and create the 30th Annual Catch the Glow Parade!

Sponsorship Opportunities

Listed below are the various ways for you to lend a helping hand. For more information, please contact Don Reichelt at dreichelt@estes.org

\$1,000 Santa Float Sponsor (1 available)

Business name incorporated into the script and announced at **five** locations along the parade route
Sponsorship sign of business name attached to both sides of the float; provided by the Events Department
Reserved bleacher seating along the parade route in front of Bond Park
Invitation to the 5th Annual Catch the Glow Sneak Peek Appreciation Reception (Invitation ONLY)

\$600 Float Sponsor

Business name incorporated into the script and announced at **five** locations along the parade route
Sponsorship sign of business name attached to both sides of the float; provided by the Events Department
Reserved bleacher seating along the parade route in front of Bond Park
Invitation to the 4th Annual Catch the Glow Sneak Peek Appreciation Reception (Invitation ONLY)

\$350- Band Sponsor (1 available)

Business name incorporated into the script and announced at **five** locations along the parade route
Invitation to the 4th Annual Catch the Glow Sneak Peek Appreciation Reception (Invitation ONLY)

\$100- Character Sponsor

Costumed characters entertain holiday visitors during the afternoon and then change gears to ride on floats in the evening. These characters include Mr. and Mrs. Frosty, Raggedy Ann and Andy, Mr. Raccoon, Mr. Moose, Mrs. Jolly Big Bear, Rudolph and others. Sponsor a character to spread the holiday cheer in Estes Park!

**Please note: The Events Department will try its best to match floats, bands, and characters with the wishes of the sponsors whenever possible.*

SPONSORSHIP APPLICATION – Due by November 2, 2018

Name: _____

Company Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____ Cell Phone #: _____

E-mail: _____ Website: _____

Please indicate your desired level of sponsorship for the 2018 Catch the Glow Parade:

_____ \$1,000 Santa Float Sponsor (1 available)	_____ \$350 Band Sponsor (1 available)
_____ \$600 Float Sponsor	_____ \$100 Character Sponsor

I/we _____ agree on this date to be a Catch the Glow sponsor for the level initialed above. As a sponsor we will receive all the benefits listed above according to our sponsorship level. We understand the complete balance must be paid on or before December 7, 2018. A minimum 50% down payment will be due at signing and is enclosed with this agreement.

Signature

Date

QUESTIONS: Don Reichelt at dreichelt@estes.org

Please send your application and payment to: Town of Estes Park, Attn: Catch the Glow Parade, 1125 Rooftop Way, Estes Park, CO 80517