30th Anniversary
MONTGOMERY TORCHLIGHT PARADE and FIREWORKS

The Montgomery Torchlight Parade and Fireworks Committee, in conjunction with the Montgomery Area Community Club, is proud to announce the 30th Annual Holiday Event. It will be held in downtown Montgomery on Thursday, December 1st, 2022 with a parade starting at 6:30 p.m. and a fireworks show following on the south end of 1st St. S. We plan to make this anniversary event a memorable one.

Our mission is to promote Montgomery - its businesses, organizations and schools - and to enhance community pride. This cannot be accomplished without your help. We need sponsors and parade units to help make our event successful. Our goal is to recognize our sponsors for their contributions, while driving more business to our local businesses and community partners.

Event Highlights:

- Involve children in grade 4 for the button design. The winner will be selected from the TCU school district. This child will ride in the parade on the lead unit and his or her design will be on the button.

- Junior Grand Marshals will lead the parade. Montgomery students in 2nd grade will have an opportunity to be included in a drawing for the Junior Grand Marshals. One boy and one girl will be selected. The winners of the drawing will lead the parade, along with the button designer.

Your sponsorship helps fund the fireworks display, entertainment, parade unit winners, medallion hunt and the holiday lighting contest.

2022 Sponsor levels are:

Platinum Sponsor - $1000 and over

* Top listing and premier visibility of your logo and/or name in printed advertising, web page and social media. Your name will also be announced during the parade and in radio ads.

Gold Sponsor - $500 minimum

* Premier visibility of your logo and/or name in printed advertising, web page and social media. Your name will also be announced during the parade and in radio ads.

Silver Sponsor - $250 minimum

* Your name will be listed in order of sponsor level in printed advertising, web page and social media. Your name will also be announced during the parade.

Bronze Sponsor - $100 minimum

* Your name will be listed in order of sponsor level in printed advertising, web page and social media.

Holiday Sponsor - under $100

* Your name will be listed in order of sponsor level in printed advertising, web page and social media.

*All levels receive an annual commemorative snowflake.

Included with this letter is a sponsorship and parade signup form for you to complete.

If you are interested in having buttons at your business, contact Neaner at 507-364-5408. Any business that previously had buttons will be contacted.

Thank you! We are looking forward to another great event!

Sincerely,
Montgomery Torchlight Parade and Fireworks Committee
If you are interested in being a Sponsor, please provide your contact information and a check made payable to:

Montgomery Torchlight Parade and Fireworks
Send to: Holiday Parade, c/o Anita Rynda
716 W. Circle Dr.
Montgomery, Minnesota  56069

**Deadline to receive full acknowledgement: October 24th**
While Sponsorships will be accepted after this date, you may not receive all of the advertising opportunities.

Sponsor Name: ____________________________________ **Sponsor Level and Amount**
Contact: __________________________________________
Address: __________________________________________
Phone #: __________________________________________
Email ____________________________________________
Web page _________________________________________

I would like a commemorative snowflake. Yes ____  No _____  **Send Platinum & Gold logos to arynda34@yahoo.com**

Please choose size of commemorative snowflake. Large ______  Small (ornament size) _______

Food or drink specials will be available at my business or by my organization. Yes ______  No _______
If yes, please describe your food and beverage in a few words (for advertising). _____________________________________
_______________________________________________________________________________________________________

*If you are interested in participating in the parade, please note that parade units need to have a holiday theme.
*Lighting on your unit is recommended and music is welcome.
*Parade start time is 6:30 p.m. on Thursday, December 1st, 2022
*Please do not plan to have any live Santas on your float as the real Santa will be on the final float of the parade.
*If you are planning to have anything to hand out during the parade you must have adults walking and distributing directly to the crowd. Please make sure all of your parade participants respect this safety rule.
*Throwing of candy or other items is NOT permitted. This is a liability to you if someone runs out and is injured.

If you are having a unit in the parade, please return the following information to:

Holiday Parade, c/o Anita Rynda
716 W. Circle Dr.
Montgomery, Minnesota  56069

**Deadline: November 15th. (Guarantees an entry in the parade and listing in the parade program)**
Unit Participant ____________________________________ I will have music: Yes _____  No _____
Unit Description ____________________________________ Phone # ______________________________
Address __________________________________________ Email ______________________________

*Please sign that you have read and understand the safety rules above. _________________________________ (Signature required)

For questions about sponsorships & parade units call Anita Rynda at 612-756-2887 or arynda34@yahoo.com