

Catch the Glow



Town of Estes Park Special Events
P. O. Box 1967
Estes Park, CO 80517
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October 25, 2012

The 24th Annual "Come Catch the Glow" Parade will brighten downtown Estes Park the day after Thanksgiving - Friday, Nov. 23, 2012. The planning is already well underway with Parade Director Michael Young at the helm.

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. And we would like nothing more than to have you participate in this magnificent event as a sponsor.

A sponsorship form is enclosed along with this letter listing the various ways for you to lend a helping hand. If you would like to discuss alternative sponsorships, we will be happy to talk with you and answer any questions you may have. We look forward to hearing from you and appreciate your ongoing support of our events.

Sincerely,



Bo Winslow, Interim Director
Community Services Division

Catch the Glow



We would be honored to have your support as a sponsor!

As many as 30,000 people attend the *Come Catch the Glow Parade* each year the day after Thanksgiving. This will be the 24th in the series and the colorful entourage will start down Elkhorn Avenue at 5:30 p.m. Friday, Nov. 23rd.

The Town of Estes Park and the Events Department are working with Michael Young to direct this year's event, which annually features more than 40 units, including floats, marching bands, fire trucks, other vehicles and much more. Each Town-constructed float is sponsored by a business or businesses, most of them based in the Estes Park area. A sponsor sign is placed on each side of the float advertising the sponsorship.

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. Big Horn Sheep, Mr. Moose, Mrs. Owl, Rudolph and others.

We are also offering a \$50 sponsorship which allows you have your business name or logo on an 11"x17" sign on one float.

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

Sponsorships available:

Business name/logo:	\$50 each
Characters:	\$100 each
Bands:	\$350 each
Floats:	\$600 each
Santa float:	\$1,000

Sponsorships of a band or float include the following benefits:

1. Public address announcements at four locations
2. Sponsor sign attached to the float

I/We _____ agree to be a \$ _____ sponsor of the 2012 Catch the Glow Christmas Parade. A deposit of \$ _____ (equaling half the sponsorship amount) is attached with this agreement, with the balance of \$ _____ due on or before November 30, 2012.

Name of business _____ Phone _____

Mailing Address _____

Email _____ Signature _____

Make check payable to the Town of Estes Park and mail it to: P.O. Box 1967, Estes Park, CO 80517.

For more information, call the Events Department at 586-6104 or e-mail events@estes.org.