



TO: The Petoskey Business Community
FROM: Downtown Petoskey Events Committee
DATE: September 5, 2007
RE: Everyone Loves a Parade!

Holiday spirit is coming your way! Winter is approaching and with that comes Stafford's Downtown Petoskey Holiday Parade on Saturday, November 24. Join us for a time of family, friends and fun! Downtown Petoskey hosts many area residents and guests, which offers you a wonderful opportunity to market your business and show your support of our community.

Last year, Stafford's Hospitality joined us as our new title sponsor. Their support, along with that of the Downtown Management Board, has assisted our committee in expanding the opportunities for this event. To continue the development of this parade for the Saturday of Thanksgiving weekend, we need your support as well.

We are very lucky that Santa is able to attend our event every year! Our parade and committee would love to boast of several more balloons, local bands, entertainers and high numbers of other parade units in our line-up. However, to bring in entertainment, large groups, helium balloons and their staff takes money – to pay for their travel and time.

Will you help us to kick off the holiday season with a memorable parade? Your monetary support will aid the committee in recruiting great entertainment and offer the promise of a family and community tradition... the holiday parade.

There are many ways to support this event. Please look over the enclosed information. Every level of support offered will advertise your business and increase your business' exposure. If you are interested in becoming a parade supporter, or for more information, please contact a committee member or Becky Goodman, Downtown Director, at 347-4150.

Thank you for your time and consideration,

The Downtown Events Committee:

Diane Bott, Odawa Casino Resort
Bryan Foster, Perry Hotel
Angie Ross, Northwest Michigan Works

Doug Doak, JC Penney
Ron Fowler, Petoskey Public Library
Becky Philip-Kranig, Bearcub Outfitters

Twinkle Supporter
\$500
Limited to 5 supporters

- Listing on Petoskey Chamber website with company name, logo and link to Company website
- Three emcee plugs during parade flow through downtown area
- Company name and logo to be included in all print advertising



Sparkle Supporter
\$250
Limited to number of participating bands

- Listing on Petoskey Chamber website with company name, logo and link to Company website.
- Two emcee plugs during parade flow through downtown area
- Presenter of Marching Band via carried banner (banner will be chamber's expense and may be carried by a chamber volunteer or a representative from the company)



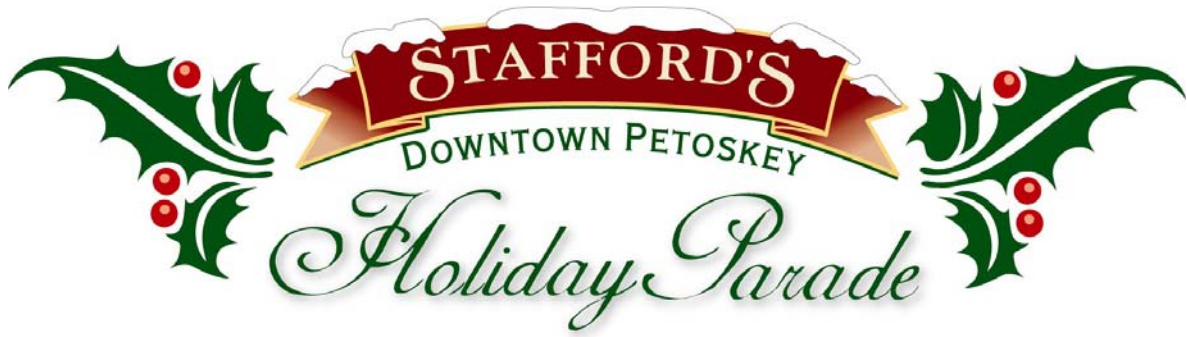
Glitter Supporter \$100

- Listing on Petoskey Chamber website with company name as well as link to company website
- One emcee plug during parade flow through downtown area



Glow Supporter \$50

- Listing on Petoskey Chamber website with company name
- Company name to be included with mass supporter thank you by emcee at start of parade



_____ YES,
I would like to support the Stafford's Downtown Petoskey Holiday Parade

Please circle the following:

TWINKLE

SPARKLE

GLITTER

GLOW

_____ My check is enclosed

_____ Please bill me

_____ CC# Expiration Date

Fax to: 231-348-1810

Mail to: Downtown Events Committee, 401 E. Mitchell Street, Petoskey, MI 49770

Thank you!