



THE 29TH ANNUAL Bakersfield Christmas Parade

SHARE IN THE JOY
DOWNTOWN
DECEMBER 1, 2011

Charitable Donation



The Bakersfield Christmas Parade is proud to announce that we are now an official **501(c)(3)** Non-Profit Charitable Corporation, according to IRS guidelines, which means that qualified donations we receive from our many generous sponsors and donors can be claimed as charitable contributions for income tax purposes. This is **HUGE** since we depend entirely on the generosity of sponsors, vendors, donors, and volunteers to provide this wonderful annual event. Pulling the parade together requires a year round effort and the event committee is already planning for the 2011 Christmas Parade, **“Joys of Christmas”!** Please, help us keep the spirit of Christmas alive and well in our community and help our children and their families witness the holiday season parade with giant Christmas trees, light displays, marching bands and drill teams, horse-drawn carriages, community groups, classic vehicles, Children’s Activity Centers, Christmas Vendor Marketplaces, Christmas-themed floats, and live performances.

It has really become much more than just a parade. Each year hometown families, as well as families from many surrounding towns, enjoy all the festivities of our very own magical holiday parade event. They view the Christmas Parade as not just a single event, but as a destination.

If you would like to make a contribution to assist with parade operating expenses, please take a moment to look at our **Sponsorship Levels** to see how you can help. A sponsorship in any amount is welcomed!

If none of our levels fit your needs please don’t hesitate to contact us. All donations are appreciated.

We are a registered 501(c)(3) Non-Profit Corporation Number -#C2746391.
Our Tax ID number is EIN Number-#20-2848089-Bakersfield Christmas Parade Committee.

Sincerely,

Pamela Carlock

Pamela Carlock,
Parade Coordinator

P.O. Box 22344, Bakersfield, CA 93390 * (661) 637-2323 Ext. 378 * (661) 805-8858 * Fax (661) 324-3852

www.bcp parade.com

Pam@bcparade.com



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“Joys of Christmas”



SPONSORSHIP BENEFITS

Santa's Helper (\$1-\$249)

Donation qualifies as charitable deduction for tax purposes

Christmas Tree (\$250-\$499)

Donation qualifies as charitable deduction for income tax purposes

Listed as a Supporter of the 2010 Christmas Parade

Listed on parade T.V. credit list

Name recognition during the parade live broadcast

Listed on “Thank You” letter in Bakersfield Californian

2 VIP bleacher tickets located in the Parade Viewing Gallery

Reindeer (\$500-\$999)

Donation qualifies as charitable deduction for income tax purposes

Listed as a Supporter of the 2010 Christmas Parade

Listed on parade T.V. credit list

Name recognition during the parade live broadcast

Invitation to place a Float into the Christmas Parade (if desired)

Listed on “Thank You” letter in Bakersfield Californian

4 VIP bleacher tickets located in the Parade Viewing Gallery

Bronze (\$1,000-\$2,499)

Donation qualifies as charitable deduction for income tax purposes

Listed as a Bronze Sponsor of the 2010 Christmas Parade

Listed on parade T.V. credit list

Name recognition during the parade live broadcast

Logo placed on a Sponsor Banner

Invitation to place a Float into the parade (if desired)

Listed on “Thank You” letter in the Bakersfield California

6 VIP bleacher tickets located in the Parade Viewing Gallery

“Joys of Christmas”

SPONSORSHIP BENEFITS

Silver

(\$2,500-\$4,999)

Donation qualifies as charitable deduction for income tax purposes
Listed as a Silver Sponsor of the 2010 Christmas Parade
Logo placed on a Sponsor Banner
Listed on Christmas Parade T.V. credits
Name recognition on our Christmas Parade PSA’s
Invitation to place a float into the Christmas Parade (if desired)
Listed on “Thank You” letter in the Bakersfield Californian
8 VIP bleacher tickets located in the Parade Viewing Gallery

Gold

(\$5,000-\$9,999)

Donation qualifies as charitable deduction for income tax purposes
Listed as a Gold Sponsor of the 2010 Christmas Parade
Recognition during the parade on T.V. and Radio
Listed on parade T.V. credits
Logo placed on the Christmas Parade Website
Banner marched through parade route
Invitation to place a Float into the Christmas Parade (if desired)
Listed on the “Thank You” in the Bakersfield Californian
15 VIP bleacher tickets located in the Parade Viewing Gallery

Platinum

(\$10,000 +++)

Donation qualifies as charitable deduction for income tax purposes
Listed as a Platinum Sponsor of the 2010 Christmas Parade
Recognition during the Parade on T.V. and Radio
Name recognition on Christmas Parade PSA’s
Your company Logo placed on our Christmas Parade Website
Business logo on “Sponsor” banner marched through Parade Route
Company banner displayed on VIP bleacher
Your company business link placed on our Parade Website
Invitation to place a Float into the Christmas Parade (if desired)
Listed on “Thank You” letter in the Bakersfield Californian
20 VIP bleacher tickets located in Parade Viewing Gallery

“Joys of Christmas”

SPONSORSHIP BENEFITS

Grand Title Sponsor

(\$15,000 +++)

Listed as a Grand Title Sponsor of the 2010 Christmas Parade

Recognition during the Parade on T.V. and Radio

Name recognition on Christmas Parade PSA's

Your company Logo placed on our Christmas Parade Website

Business Logo on “Title Sponsor” banner marched through Parade Route

Company banner displayed on VIP bleacher

Your company business link placed on our Parade Website

Invitation to place a Float into the Christmas Parade (if desired)

Listed on “Thank You” letter in the Bakersfield Californian

25 VIP bleacher tickets located in Parade Viewing Gallery



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Sponsorship Levels

Grand Title Sponsor

\$15,000 ++

Platinum Sponsor

\$10,000 ++

Gold Sponsor

\$5,000 - \$9,999

Silver Sponsor

\$2,500 – \$4,999

Bronze Sponsor

\$1,000 – \$2,499

Reindeer Sponsor

\$500 - \$999

Christmas Tree Sponsor

\$250 - \$499

Santa’s Helper Sponsor

\$1 - \$249





“Joys of Christmas”

Donor Information Form

Thank you, for becoming a Sponsor of the 2011 Christmas Parade!

Type or print legibly

Name of Organization/Business: _____

Contact Person: _____ **Contact Phone:** _____

Street Address: _____

City

State

Zip Code

Email: _____ **Fax:** _____ **Alt Phone:** _____

Number of Contributors (provide 1 Donor Information Form per Contributor): _____

Sponsor Level: _____ **Amount Submitted: \$** _____

Signed: _____ **Date Submitted:** _____

By request, the parade committee will provide our Sponsors with a Donation Request Form (invoice), signed W-9 Form, and/or a copy of our 501 (c)(3) IRS Non-Profit letter of Determination.

If you would like to stop by the parade office please call for an appointment.

The Christmas Parade office is located at KERO ABC 23, 321 21st Street, Bakersfield.

Make checks payable to: Bakersfield Christmas Parade Committee

Mail To: Bakersfield Christmas Parade Committee

Attention: Pamela Carlock

P.O. Box 22344

Bakersfield, CA. 93390

Sincerely,

Pamela Carlock

**Pamela Carlock,
Parade Coordinator**

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[Website: www.bcp parade.com](http://www.bcp parade.com)

[Email: bcp parade@gmail.com](mailto:bcp parade@gmail.com)

Office Use Only: Received: \$ _____ By: _____ Date: _____