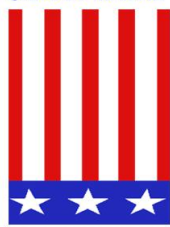


SIERRA MADRE



FOURTH OF JULY COMMITTEE

PO BOX 1073 . SIERRA MADRE . CALIFORNIA . 91025

January 31, 2018

Dear Sierra Madre 4<sup>th</sup> of July Supporter:

No community does a small town All-American celebration quite like Sierra Madre. As you know, each year, Sierra Madre's Fourth of July festivities and parade bring together thousands in the community - grandparents, kids and neighbors alike to celebrate this national holiday and create lasting memories. Sierra Madre's 4th of July Celebration is one of the most favored and cherished community events. For close to 50 years the community and its neighbors have joined together in celebration of the great American tradition with music, picnics, games and the ever popular 4th of July Parade. Thousands of friends and family line Sierra Madre Boulevard. each year to watch youngsters on their patriotic bikes stroll down the route along side hometown heroes like the Sierra Madre Search and Rescue Team and the Sierra Madre Fire Department.

Support from businesses and individuals like you are critical to the success of these event. The community celebration and events are brought to you by the volunteers of the Sierra Madre 4<sup>th</sup> of July Committee. As members of your community we are proud to serve, dedicated to providing and preserving this community tradition that celebrates Sierra Madre while honoring our American Independence. But without your support and contributions we simply cannot make the "fireworks" sparkle. This event is supported by the City of Sierra Madre but financed through the generosity of sponsors and donors such as you. With your assistance, once again we can provide an amazing safe program for everyone to enjoy and continue the memories.

The volunteers of the 4<sup>th</sup> of July Committee are seeking financial support to help fund the costs associated with putting on the 4<sup>th</sup> of July events, like the community picnic and parade. As always any contribution donated will be greatly appreciated and helps us put on these fun-filled patriotic activities. Your response on or before April 9, 2018 would ensure your name is included in all the event publicity. Please review the attached donor levels ranging from \$100 to \$2,500 and complete the acknowledgement form enclosed. All donations are tax deductible through a designated fund with the Sierra Madre Community Foundation. The committee is looking for a variety of sponsors for events on July 3 and July 4, 2018.

This is truly a community event that brings together families and friends from all over, not just Sierra Madre. We encourage you to become a sponsor and show off your patriotic and neighborhood spirit. Thank you for your consideration.

For additional information, please contact Michelle Keith or myself at [4thofjulysierramadre@gmail.com](mailto:4thofjulysierramadre@gmail.com).

Thank you,

James Annes  
Chair, Sierra Madre 4<sup>th</sup> of July Committee



FOURTH OF JULY COMMITTEE

PO BOX 1073 · SIERRA MADRE · CALIFORNIA · 91025

# Sierra Madre 4<sup>th</sup> of July SPONSORSHIP OPPORTUNITIES

**PLEASE RETURN BEFORE April 9, 2018**

Here's how we will help the Sierra Madre 4<sup>th</sup> of July:

## Parade Title Sponsor - \$2,500 (only 1 available)

- ★ Name/Logo on all future 4<sup>th</sup> of July promotional materials (flyers, posters, media releases, facebook)
- ★ Name/Logo on all parade line-up mailed to all Sierra Madre postal customers
- ★ Display of logo Banner during the park events for 3 days
- ★ Title Sponsor Banner in the Parade
- ★ Free Parade entry with prominent position
- ★ Vendor booth in Memorial Park on July 3<sup>rd</sup> and Sierra Vista Park July 4<sup>th</sup>

## Patriot Sponsor - \$1,000

- ★ Name/Logo on all future 4<sup>th</sup> of July promotional materials (flyers, posters, media releases)
- ★ Name/Logo on the parade line-up mailed to all Sierra Madre postal customers
- ★ Display of Company Banner during the park events for 2 days (July 3<sup>rd</sup> & 4<sup>th</sup>)
- ★ Parade entry
- ★ Vendor booth in Memorial Park on July 3<sup>rd</sup>

## Stars & Stripes Sponsor - \$500

- ★ Business name recognition on future promotional materials
- ★ Display of Company Banner during the July 3<sup>rd</sup> park events
- ★ Parade entry

## Red, White and Blue Sponsor - \$250

- ★ Name recognition on parade mailer to all Sierra Madre postal customers
- ★ Parade Entry

## All-American Sponsor - \$100

- ★ Parade entry
- ★ Patronage list in media releases

Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: ( ) \_\_\_\_\_ Email \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ CA Zip Code \_\_\_\_\_

Return to: **Sierra Madre 4<sup>th</sup> of July Committee /SMCF**

Make checks payable to Sierra Madre Community Foundation  
PO Box 1073  
Sierra Madre, CA 91025  
Attn: Sponsorships

# 2017 4<sup>TH</sup> OF JULY DONORS

## 2017 Parade Title Sponsor



**THE KENSINGTON**

*An Assisted Living Residence*



## Patriot Sponsors

VFW Post 3208, Securitas, Sierra Madre Civic Club, Voss Water, Traders Joes, Sierra Madre Orthodontics, Coldwell Banker-Arcadia

Media Sponsor – Mountain View News

## Stars & Stripes

Arcadia Board of Relators, DR & Julie Hagie, Parker Family, Sierra Madre Police Officers Association, Alverno Heights Academy

## Red, White & Blue Sponsors

The Buccanner Lounge, Santa Anita Park, Berkshire Hathaway Home Services California Properties, St. Rita's Church, Hood Family, Earth Systems Southern CA, Kiwanis Club of Sierra Madre, The Priscillas, Donna Campbell, Fakoory Family & Patrick Holland

## All-American Sponsors

Best Buy Drugs, Poppy Cake Baking Company, Casa del Rey, Leonora Moss, Sierra Madre Playhouse, Wendy Deen Janksky DDS, Passionist Community – Mater Delorosa, St. Rita's School, Sierra Madre Subway, MotherMoo Creamery, Benn & Judy Martin, De & Pat Alcorn, Dvorak-Carbone Family, Kate & Tom Cook, Shannon King & Frank Moore, Doug Hayes & Dr. Janice Nelson, Perlof Family, M. Schryver, DelaPaz Family, Enmark Family, Kroe Family, Harris Family, William Sargent, Bob & Sue Spears, Carl Nelson, Hugh Robertson, Frank & Patricia Hall, Salembier Family, Somerville Family, RedStone Commercial CRE – Dan & Julie Alle

