

Madera Old Timers' Day Parade  
120 N. E St.  
Madera, CA 93638

559-662-6030  
District3@Maderacounty.com



Dear Sir or Madam,

The Madera Downtown Association, in partnership with the Madera Sunrise Rotary Club invites you to become a *sponsor* for the 2019 Madera Old Timer's Day Parade (OTDP)!

Since 1931 the OTDP has taken place each year in Downtown Madera. The OTDP typically features 70-100 various entries from stagecoach's, firetrucks, bands, and several youth groups. Attendance is usually in the neighborhood of 15,000, and concludes with the Booths in the Park Event (located in Courthouse Park) hosted by the Madera Young Professionals. The parade spans from Flume St. down to G St. along Yosemite Ave., and is distinguished as the hallmark of parades in Madera County.

You may have heard, the OTDP was at risk of becoming history this year. With the Kiwanis Club closing their chapter in 2018, and no other non-profit forthcoming to take the reins, the future of the parade looked grim. Thankfully, once the Madera Sunrise Rotary caught word of this, they stepped up to the plate to ensure that the parade would continue its legacy.

Historically, the parade has been operated without requests for funding. The Madera Downtown Association (which is funded by the business & property owners in Downtown Madera) has covered all operational costs, and donates \$2,000.00 to the non-profit organization who organizes the parade. With the increased costs to conduct the parade, the Old Timer's Day Parade accounts for nearly half of the Madera Downtown Association's annual budget. This will impact other various initiatives the Madera Downtown Association offers such as crow abatement, the Annual Christmas Parade, seasonal lighting and several other projects.

In order to continue this age old tradition, we humbly ask for your investment in Madera by donating to this year's 2019 Old Timer's Day Parade. The parade will take place on Saturday September 28<sup>th</sup> at 10:00am. Please see the attached sponsorship packages on the following page. Your tax deductible contribution may be made payable to the Madera Downtown Association.

Best regards,

Nick Salinas – OTDP Co-Chair  
Board Member,  
Madera Downtown Association

Chris Miller – OTDP Co-Chair  
Treasurer, Madera Downtown Association  
Madera Sunrise Rotary Member



# OLD TIMERS' DAY PARADE

Saturday, September 28, 2019, 10:00 am

## Sponsorship Packages

### Platinum "Pioneer" Sponsorship \$1500

- Priority placement in parade
- Banner placement on Main Judging Stage
- Listed as a PLATINUM Sponsor on all parade literature, advertisements and announcements, including our website
- Free Eblast to Madera Downtown Association members
- Logo Hyperlinked from Madera Downtown Association website
- Social Media Promotion
- Recognition Certificate

### Gold "Fever" Sponsorship \$1,000

- Free entry in parade with placement in the first division
- Banner placement at announcing stage
- Recognition as a GOLD Sponsor on all parade literature, advertisements and announcements, including our website.
- Logo Hyperlinked from Madera Downtown Association website
- Social Media Promotion
- Recognition Certificate

### Silver "Mercantile" Sponsorship \$500

- Free entry in parade
- Recognition as a SILVER Sponsor on all Old Timer's Day promotional literature, advertisements and announcements, including our website.
- Social Media Promotion
- Recognition Certificate

### Bronze "Saloon" Sponsorship \$250

- Free entry in parade
- Recognition as a BRONZE Sponsor on all Old Timer's Day promotional literature, advertisements and announcements, including our website.
- Recognition Certificate