



2021

Standish Historic Depot

"Friends of the Arenac Heritage Route Authority"

PO Box 456

Standish, MI 48658

SantaParade2021@gmail.com

989-718-3021

Dear Patron,

Preparation has begun for the Annual Santa Parade and Depot Lighting. In 2019 we estimated around 500 people attending the event and hope folks are already anticipating this year parade, tree/depot lighting.

Our Santa Lighted Parade will **begin at 6:00 pm on Friday, November 26, 2021** (this is the Friday after Thanksgiving). The Grand Marshal and Santa will say a few words with the MC. The Depot and Tree Lighting immediately follows the parade at The Standish Depot. Refreshments will be provided inside the Depot where children can visit Santa, have their picture taken and ultimately walk around all the beautiful lights and displays outside.

We invite businesses, civic groups, Girl Scouts, Boy Scouts, churches, school bands and leaders in the community to participate. We are encouraging lighted entries such as classic cars, floats, costumed participants, tractors, 4 x 4's, clowns, school and athletic groups, musicians, and choral groups, and others. **We ask that there be no live Santa's - the Fire Department will be traveling with the one and only!**

Community involvement is one of Arenac County's best attributes. Help celebrate the magic by being a **participant and/or sponsor**. Please complete the attached form and return it by November 22nd. Additional forms are available at City Hall, the Standish Depot and Whitney's Laundromat. Questions can be directed to The Depot 989-718-3021.

Email: SantaParade2021@gmail.com

Thank you,

The Santa Parade Committee

This project is supported, in part by:





Standish Area Chamber of Commerce & Gateway Destinations

Present the Standish Historic Depot's

We invite you to participate in our 2021 Lighted Santa Parade and Lighting of the Depot, Friday, November 26. The Parade begins at 6 pm followed by the Official kickoff of the Holiday Season by the Lighting of the Standish Historic Depot and the arrival of Santa Claus.

Parade Lineup will begin at 5:00 pm on Lovett Lane and East Cedar Street. Order of the parade entries is at the discretion of the Parade Committee and will be grouped by walkers and small motorized vehicles followed by larger motorized vehicles.

Prior registration is highly encouraged but entries can just show up on parade day.

It is the responsibility of the individual who signs the registration form to ensure that all participants, if a group entry, receive a copy of the rules.

- 1- There will be no LIVE SANTAS on any float or walking in the parade. Standish has its own Santa, who will be in the parade and visit with the children at the Depot after the parade.
- 2- Parade entries must continue through the entire route of the parade (unless mechanically disabled).
- 3- All entries must be Family Oriented.
- 4- All pets must be on a leash and the person holding the leash strong enough to control and manage the pet(s).
- 5- No drugs, alcohol, or other products such as marijuana will be permitted. Law enforcement agents are on hand throughout the parade.
- 6- NO items (candy or lighted products) will be passed out during the parade. With the amount of large, motorized vehicles and dark streets, this is a serious safety issue. If an organization would like to donate something to the cause, the candy etc. can be dropped off at the Depot prior to the beginning of the parade and we will distribute it after the parade.
- 7- All Large Semis and Trucks will be at the end of the parade.
- 8- **All vehicles in the parade must carry sufficient liability insurance. The Standish Chamber of Commerce, The Gateway Destination, The Standish Historic Depot, and the City of Standish WILL NOT BE LIABLE to any persons or property injured during parade line up and the parade.**

By signing this you agree to ALL the rules of this parade.

Print Name _____

Signature _____

*The Parade Committee reserves the right to bar, at any time, any entry not conforming to the rules and regulations or refusing to follow instructions of police or parade officials, from the parade. The Parade committee also reserves the right of final decision of entries accepted the Parade.

Yes, I would like to be a sponsor for the 2021 Santa Parade

Name _____
Address _____
Phone _____

Donation Amount
 \$500 – Grand Marshal Sponsor
 \$500 – Advertising Sponsor
 \$250 – Santa Sponsor
 \$250 – Cookie Sponsor
 \$100 – Christmas Tree Sponsor
 \$100 – “New” Lighted Hoop Sponsor
 \$25 – General Support Sponsor
 Other \$ _____

Please make checks payable to “Friends of the AHRA”

Any amount is greatly appreciated • you will be provided with a receipt.

Yes, I would like to participate in the 2021 Santa Parade

Group Name _____ How many in group? _____
Contact Name _____
Address _____
Phone _____ Email _____

Please indicate Float Walker other _____

Are you going to play music? Yes No

**You will be contacted with further parade and staging area information
Questions: 989-718-3021**

Please give a brief (100 words or less) description of your group. This will be used in post advertisements of the parade participants.

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Grand Marshal Sponsor (\$500 only one): Includes logo presence in all event print media advertising, banner inclusion in parade (sponsor must supply banner and if possible, volunteers to carry the banner), logo inclusion on event Depot Website/Facebook sites. Sponsor can have the option to choose the Grand Marshal and who speaks at the lighting of The Depot Ceremony. Mention of Sponsor name and sponsorship level several times during the event by MC.

Advertising Sponsor (\$500 only one) Includes name mention on all Radio Advertising for the event. One 2x3 sign on the gazebo and one lighted hoop sponsorship on the New Lighted Walk Way between Train Cars. Mention of Sponsor name and sponsorship level several times during the event by MC.

Santa Sponsor (\$250 only one) Includes banner inclusion on the side of the Standish Authority Fire Truck in the parade and above Santa in the Depot when the children visit (sponsor must supply sign no bigger than 2x3 feet if possible), logo inclusion on The Depot Website/Facebook sites. Rite Aid has already committed to supplying photos for every child that visits Santa that evening. Mention of Sponsor name and sponsorship level several times during the event by MC.

Cookie Sponsor (\$250 only one). Includes signage at the Cookie Table and printing of 500 one color napkins with sponsors logo on them. If sponsor would like to supply the napkins, it would be greatly appreciated but not required. Also includes logo inclusion on The Depot Website/Facebook sites. This sponsor must be committed/Paid by November 1st to get napkins produced and delivered on time. Mention of Sponsor name and sponsorship level several times during the event by MC.

Christmas Tree Sponsor (\$100 several available) Includes logo inclusion on The Depot Website/Facebook sites and a 2x3 Sign on the pavilion where the Lighted Tree is located. Mention of Sponsor name and sponsorship level several times during the event by MC.

New "Lighted Walk Way" Hoop Sponsor (\$100 several available) Includes logo inclusion on The Depot Website/Facebook sites and a 2x3 Sign on a single hoop between the train cars. This new lighted area will be attracting participants since we have never decorated it before and it will have half hoops from one train car to the other, creating a unique light up tunnel experience. Mention of Sponsor name and sponsorship level several times during the event by MC.

General Support Sponsor (\$25 several available) Includes name inclusion on the Depot Website/Facebook sites and listed on a sign in the Depot to be viewed by visitors seeing Santa.

No cost to participate in the parade with a float.

Make Checks Payable to: "The Friends of the AHRA"