



Dear Business Community Member,

In just a short time the tradition of The Fishtown Horribles Parade will be here again. This past January, the committee that produces the Fishtown Horribles Parade began meeting to make plans for the 2014 parade. We make the decision each year to produce the parade because of the overwhelming support we receive from the Cape Ann community. For more than 50 years, this parade has marched through the streets of Gloucester entertaining families and it has always been the consistent generosity of Cape Ann business like yours that has made it possible for us to continue this tradition. The parade is something that can't happen without the support of the business community.

We are waiting to sign contracts with the bands and marching units because we are unsure of our ability to fund this expense. This must be done months in advance to assure the commitment of the bands. A budget in excess of \$15,000 has been allotted for the bands and marching units in years past, making this by far the most expensive portion of the parade. Band sponsorships have limited availability due to our commitment to fund this expense. We do hope to add more depending on funding. The floats, horribles, marching units, fire engines, costumed characters and all sorts of entertainment are what make this tradition great. The smiles on the children's' faces and the bringing together of families for a few hours are what motivates this committee to put on the parade. As always it is free to enter a float and we welcome everyone to do so.

The parade will kick off on Thursday July 3rd at 6:00pm at Gloucester High School and the parade route will be the same as previous years. The local newspapers, Good Morning Gloucester Blog and our new Facebook page we will help keep you up to date on our progress.

\$100+ donation provides signage of your company on our advertising float.

\$250+ donation or more will get you a third sponsorship of a marching band while spots last.

\$500 + donation or more will get you half sponsorship of a marching band while spots last.

\$1000+ donation or more will get you sole sponsorship of a marching band while spots last.

We are asking for your financial support to produce the 2014 Fishtown Horribles Parade.

The Fishtown Horribles Parade Committee

We can be reached at 978-375-3688 (Dave Harvey, Chairman) if you have any questions.



## PARADE SPONSOR

- \$100 donation or more will get you signage of your company on our advertising float
- \$250 donation or more will get you a third sponsorship of a marching band\*
- \$500 donation or more will get you half sponsorship of a marching band\*
- \$1000 donation or more will get you sole sponsorship of a marching band\*
- Other amount \$ \_\_\_\_\_

\*All donations of \$250 or more are limited in availability. All donations of \$250 or more we will add your company name and link to our website.

Company Name: \_\_\_\_\_

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

Contact Person: \_\_\_\_\_ Contact Phone #: \_\_\_\_\_

- Please check this box if you have advertised in the past.
- Please check this box if you are interested in hosting a fundraiser.
- Please check this box if you are interested in entering a float.

Please complete this page and return in the envelope provided. We thank you again for your assistance in providing funding for a Gloucester tradition.

Check out our Facebook page "Fishtown Horribles Parade"!