



**SATURDAY,
NOVEMBER 27, 2010**

**PRESENTED BY THE
CITY OF LOWELL**

**DR. CAROLE A. COWAN
GRAND MARSHAL**



**MARK S. COCHRAN
CO-CHAIR**



**JOHN CHEMALY
CO-CHAIR**



COMMITTEE MEMBERS

DEB BELANGER



JAMES COOK



JEANNE OSBORN

DEAR CITY OF LOWELL SUPPORTER:

Celebrate the spectacular brilliance of the Winter and Holiday Seasons by participating in a time-honored tradition in Downtown Lowell. This year's City of Lights Parade and Holiday Arts Stroll will take place on Saturday November 27th beginning at noon. Lowell will come alive with street carolers and musicians as well as plenty of holiday shopping and family activities from noon to 4pm, and the Parade will kick off on Jackson Street at 4:30 pm.

Approximately 3,000 participants representing more than 71 units will parade down Merrimack Street, where guests will see thousands of lights illuminate in Downtown Lowell. The parade will feature Greater Lowell area bands, including Lowell and Dracut High Schools, and New England's finest college marching band, UMASS Lowell, as well as marching units, floats and a visit from Santa Claus himself!

Last year, the parade drew over 20,000 people from the region. Just another reason "There's a lot to like about Lowell!"

In addition to the parade, this year we are planning to refresh our downtown holiday lighting. Each year holiday lights and decorations help to beautify our downtown during the winter for our residents, boost civic pride and encourage visitors to come to the City to shop, dine and attend our many cultural events..

It is through your support that this event and the decorations will bring the holiday spirit to the area. We are asking you for your financial assistance. Please take a look at the enclosed Partnership Opportunities. This is a cost effective way to support the Greater Lowell Community while putting your name in front of thousands of festive revelers.

Please join this year's Grand Marshall, Dr. Carole Cowan of Middlesex Community College as we kick off the holiday season. Please send your donation, payable to the Greater Merrimack Valley CVB, to Deb Belanger at the Greater Merrimack Valley Convention and Visitors Bureau, 40 French Street, 2nd floor, Lowell, MA 01852.

Remember, Lowla says, "Don't Hibernate, Come Celebrate!"

Sincerely;

**MARK COCHRAN
COMMITTEE CO-CHAIRMAN**

**JOHN CHEMALY
COMMITTEE CO-CHAIRMAN**



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SPONSOR OPPORTUNITIES

A great way to say Happy Holidays to your customers and community

EVENT SPONSOR \$5,000

- Thank You Poster for Business
- Logo/name on all parade signs and Reviewing Stand
- Logo/name recognition in all Lowell Sun ads
- Logo/name prominently displayed in brochure

PARADE SPONSOR \$2,500

- Thank You Poster for Business
- Corporate name on all parade signs
- Logo/name recognition in all Lowell Sun ads
- Name prominently displayed in brochure

BAND SPONSOR \$1,500

- Thank You Poster for Business
- Your name on banner in front of marching band
- Logo/name recognition in all Lowell Sun ads

SPECIALTY UNIT SPONSOR \$1,000

- Thank You Poster for Business
- Your name on banner in front of parade unit
- Name recognition in two Lowell Sun ads

BUSINESS PARTNER SPONSOR \$500

- Thank You Poster for Business
- Name recognition in two Lowell Sun ads

FRIEND SPONSOR \$250

- Thank You Poster for Business
- Name recognition in one Lowell Sun ad

PARADE SUPPORTER \$100

- Name recognition in one Lowell Sun ad

Enclosed is my check for \$ _____ made payable to
Greater Merrimack Valley Convention & Visitors Bureau

Company Name: _____

Contact Name: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

E-mail: _____

OPPORTUNITIES ARE LIMITED, SO ACT FAST!

Send completed form and payment to:

Greater Merrimack Valley Convention & Visitors Bureau
40 French Street, 2nd Floor
Lowell, MA 01852