

**WILKES-BARRE CITY
PENNSYLVANIA**



George C. Brown

Mayor

Mike Slusser

Special Events Coordinator

40 East Market Street
Wilkes-Barre, PA 18711

Phone: 570.208.4158

Fax: 570.208.4101

mslusser@wilkes-barre.pa.us

February 5, 2024

Dear Friend,

On behalf of the City of Wilkes-Barre and its residents, I would like to welcome you and your business to join us for our Annual Christmas Parade and Tree Lighting Ceremony.

The parade is Saturday, November 23rd, 2024, at 3:00 PM.

As Mayor of this great city, I can proudly say that Wilkes-Barre's Annual Christmas Parade and Tree Lighting Ceremony is one of the city's most beloved family-friendly events. Residents across the Wyoming Valley come to the Diamond City to mark the start of the holiday season and enjoy the sights and sounds of the parade followed by the lighting of the Christmas Tree on Public Square.

I am writing to ask for your support of our 2024 event. Whether you are a long-time sponsor or a new business in the area, I am asking you to consider one of our sponsorships. A copy of the sponsorship application is enclosed with this letter.

Thank you for joining me and for supporting the City of Wilkes-Barre, by helping us to continue our popular community events.

Sincerely,

A handwritten signature in blue ink that reads "George C. Brown". The signature is fluid and cursive.

Mayor George C. Brown

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Sponsor a popular large parade balloon, choose from these great balloons, and watch the people smile as they soar down South Main St:



The City of Wilkes-Barre's Annual Christmas Parade and Tree Lighting Ceremony
Saturday, November 23rd, 2024 3:00 PM Downtown Wilkes-Barre

The parade and tree lighting ceremony are traditions in which the city comes together and celebrates the holiday season. It is also a great opportunity for organizations and businesses to showcase their holiday spirit through parade sponsorship and participation. Sponsorships support the arrangement and advertisement of the parade.

There are four sponsorship levels:

Balloon—\$3,500 Platinum—\$1,500 Gold—\$1,000 Silver—\$500

All levels include your business/organization's name on all media releases, announced during the parade, and placement on sponsor banners.

Please return the completed form and donation payable to "City of Wilkes-Barre" to the Office of Special Events, 40 East Market Street, Wilkes-Barre, PA 18711 by November 8th.

Please email your organization's logo (.png or .pdf)
to Tyler Ryan at tylan@wilkes-barre.pa.us by November 8th.

Please contact Mike Slusser with any questions, by phone 570.208.4149 or email
mslusser@wilkes-barre.pa.us.

Organization:			
Donation:	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$1,000 <input type="checkbox"/> \$500 <input type="checkbox"/> Other \$ _____
Street Address			
City/State/Zip	City:	State:	Zip Code:
Phone Number:	Fax:		
Contact Person			
Name:			
Phone Number:			
Email:			
Will your organization participate in the parade? <input type="checkbox"/> Yes <input type="checkbox"/> No			
If yes, please complete the form below and attach any additional information that you would like announced during the parade. Parade line up is at 2 PM.			

Floats (Quantity & Size)	
Vehicles (Quantity)	
People (Number Participating)	
Animals <small>Please pick up animal waste; Horses/donkeys must be bagged.</small>	
Music (Live or Pre-Recorded)	

**Santa Claus will arrive at the end of the parade with his friends from McCarthy Tire and Auto.
No other Santa Clauses will be allowed in the parade!**