



Chamber of Commerce NEW ROCHELLE, NEW YORK
PO Box 140, New Rochelle, NY 10801 • NewRochelleChamber.org • 914-632-5700

September 21, 2016

Dear New Rochelle Resident/ Business Owner/ Organization:

The New Rochelle Chamber of Commerce and The City of New Rochelle invites you to the 53rd Annual Thanksgiving Day Parade! This year, the parade is scheduled for Saturday, November 19th from 10 am – 12 pm. We you can participate in this traditional event.

The parade starts on North Ave. in front of Huguenot Library and ultimately ends on Main St. and Maple Ave. More specifically, the parade route heads down North Ave., turns right onto Main St., and passes Memorial Highway. On the way you will filmed for the Annual taped Broadcast of the parade.

If you are planning to participate this year please note we are asking your marchers to have some coordination in the way of team shirts/ uniforms, sashes, hats or some other way to know you are part of a unit. This helps with identifying the different groups during line up and the look of the parade.

Please fill out the application below and mail it, scan & email it back to the Chamber office. Your immediate response will be helpful in planning a successful parade. Please also forward this letter to any organizations that you think may be interested in participating, as we may not have their contact information.

Please note that float sponsorship or vehicle participation is also available. Rates are as follows:

- Marching with your own banner – Free
- Having your vehicle in the parade - \$500
- Borrowing a Float - \$750 + \$250 deposit returned after the parade (unless you can provide a certificate of insurance)

AND NEW FOR THIS YEAR

- **Sponsorship of a Parade Balloon - \$1500 - \$3000 plus 15-20 teenagers and/or adults to help with balloon (instructions will be provided day of the parade) or volunteers can be assigned to your balloon**

We look forward to good weather, a cheerful day, and lots of fun. We hope you'll join us!

*Please detach the response stub below and return ASAP to
New Rochelle Chamber of Commerce, P.O. Box 140, New Rochelle, NY 10801
Phone: 914.632.5700 OR scan and email to jlanser@newrochamber.org*

Contact: _____

Organization/Club: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Estimated number of people participating/ Marching: _____

Do you have uniforms or coordinated items? _____

Will you have a vehicle? _____ If yes, what kind: _____

Do you plan on having music/dancers? _____ If yes, what kind: _____

Would you like to sponsor a float? _____ a balloon? _____