



October 31, 2023

Dear Friends, Family and Colleagues,

It is with great pleasure that we invite you to take part in this historical moment in celebrating our 56th Annual Pacoima Holiday Parade "Unity in the Community" taking place on Saturday, December 9th, 2023, commencing at 9:30am.

This year, the Pacoima Chamber of Commerce is honored to jointly co-host the Holiday Parade with Initiating Change in Our Neighborhoods (ICON CDC) and Councilwoman Monica Rodriguez from City District 7 to deliver another festive and exciting event in the spirit of the holidays.

It's an exciting time of the year where you and your loved ones will be observing time-honored traditions along our Parade route. This year, the parade will kick off in front of Pacoima City Hall. The route will be along Van Nuys Blvd. between Laurel Canyon Blvd. and Herrick Avenue.

Your participation will continue the year's long tradition of highlighting our local schools, organizations, businesses, and non-profits in the Northeast San Fernando Valley. Please join us, along with our community partners like LAPD Foothill Division, Pacoima Beautiful and other great businesses in the community in making this another unforgettable event. Together, let's continue to celebrate our Community Successes and Achievements!

For your convenience, we have enclosed a Parade Entry and a Sponsorship Form for this year's event. If you have any questions or concerns, please do not hesitate to contact the office via email at [chamberofpacoima@gmail.com](mailto:chamberofpacoima@gmail.com).

We Thank you for the continued support in continuing this holiday tradition in our community. Together, let's celebrate our successes and achievements! Please visit us at [www.ChamberOfPacoima.com](http://www.ChamberOfPacoima.com) for more updates.

Respectfully,

**Eddie Gonzalez**

**Eddie Gonzalez**

President

Pacoima Chamber of Commerce





## PARADE ENTRY INFORMATION – Page 1 of 2

Organization Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_ City \_\_\_\_\_

Phone: \_\_ (\_\_\_\_) \_\_\_\_\_ or \_\_ (\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_

- |  |   |
|--|---|
| <input type="checkbox"/> Marching Band         | # of Band Members _____                   |
| <input type="checkbox"/> Dance Group           | # of Dancers _____                        |
| <input type="checkbox"/> Drill Team            | # of Members _____                        |
| <input type="checkbox"/> Equestrian Group      | (Please complete "Equestrian Group" Form) |
| <input type="checkbox"/> Car Club              | # of Vehicles _____ (max. 6)              |
| <input type="checkbox"/> Motorcycle Club       | # of Motorcycles _____ (max. 6)           |
| <input type="checkbox"/> Business              | Description _____                         |
| <input type="checkbox"/> Church/ Religious Org | Description _____                         |
| <input type="checkbox"/> Sports Organization   | Description _____                         |
| <input type="checkbox"/> Other                 | Description _____                         |

### **REGISTRATION FEE**

\* \$200 Equestrian groups \* \$150 car/motorcycle club (max 6 vehicles)

\*\$100 Small Businesses or Groups

\*Schools are FREE \*\$75 Churches/ NonProfits \* 20% discount for Chamber Members

**Please submit your complete form to:**

**Pacoima Chamber of Commerce**

**Check payable to: Initiating Change in Our Neighborhoods (ICON CDC)**

**(Write in the memo: Parade Entry)**

**13168 Van Nuys Blvd., Pacoima, Ca. 91331**

**Entry Form and Fee is due by NOVEMBER 30, 2023 by 5:00p.m.**



## PARADE ENTRY INFORMATION – Page 2 of 2

Please provide a brief biography and the involvement of your group within the surrounding community.


List any accomplishments your organization, school, business or church achieved throughout 2022


In consideration of being permitted to take part in the 2023 Pacoima Holiday Parade, the participant hereby releases, holds harmless and waives all claims against Pacoima Chamber of Commerce, Initiating Change in Our Neighborhoods (ICON CDC) and their agents, employees and sponsors for any losses or injuries of any kind whatsoever arising out of the 2022 Pacoima Holiday Parade.

\_\_\_\_\_

## EQUESTRIAN GROUP FORM

Business/Organization Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_ City \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_ or (\_\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_

Please be aware that you **MUST** have the following requisites in order to participate in the Parade:

**☐ 2 Pooper Scooper Persons walking behind the 6 horses (included in your entry fee)**

**☐ Tools for poop will be provided & must be returned at the end of the parade. (included in your entry fee)**

**☐ Maximum of 6 horses per group.**  
(If you have more than 6 horses, you must complete An additional Parade Entry Form and pay an additional \$200.00 entry fee.)

**Please submit your complete form to:  
Pacoima Chamber of Commerce**

**Check payable to: Initiating Change in Our Neighborhoods (ICON CDC)**  
**(Write in the memo: Parade Entry)**

**13168 Van Nuys Blvd., Pacoima, Ca. 91331**

**Entry Form and Fee is due by **NOVEMBER 30, 2023** by 5:00p.m.**





## SPONSORSHIP FORM

Business/Organization Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address : \_\_\_\_\_ City \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_ or (\_\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_

**Title Sponsor** **\$ 10,000.00**

**Presenting Sponsor** **\$ 5,000.00**

**Platinum Sponsor** **\$ 2,500.00**

**Gold Sponsor** **\$ 1,250.00**

**(Please see Page 2 of the Sponsorship Form to show you what is included in your Sponsorship)**

**Please submit your complete form to:**

**Pacoima Chamber of Commerce**

**Check payable to: Initiating Change in Our Neighborhoods (ICON CDC)**

**(memo: Parade Sponsor)**

**13168 Van Nuys Blvd., Pacoima, Ca. 91331**

Please contact our office to confirm your sponsorship for the Parade

via email to: [chamberofpacoima@gmail.com](mailto:chamberofpacoima@gmail.com)



## PAGE 2 OF SPONSORSHIP FORM

### Title Sponsor

**\$10,000**

- Name and Logo on all Parade Advertisement and Press Releases
- Company Logo on Official Parade Banner
- Company Banner Displayed at Parade Grand Stand Seating Area
- Preferential Parade Line up
- 20 VIP Seating Tickets
- Full Page inside Front Cover in Parade Souvenir Program
- Recognition as Sponsor on all Social Media
- Participation in Ceremonial Parade Ribbon Cutting
- Parade Entry

### Presenting Sponsor

**\$5,000**

- Name and Logo on all Parade Advertisement
- Company Logo and Official Parade Banner
- Company Banner Displayed at Parade Grand Stand Seating Area
- Preferential Parade Line up
- 10 VIP Seating Tickets
- $\frac{3}{4}$  Page Inside Back Cover in Parade Souvenir Program
- Recognition as Sponsor on all Social Media
- Parade Entry

### Platinum Sponsor

**\$2,500**

- Name and Logo Official Parade Banner
- Company Banner Displayed on Parade Route
- Preferential Parade Line up
- 5 VIP Seating Tickets
- $\frac{1}{2}$  Page in Parade Souvenir Program
- Recognition as Sponsor on all Social Media
- Parade Entry

### Gold Sponsor

**\$1,250**

- Name and Logo on Official Parade Banner
- Company Banner Displayed on Parade Route
- Preferential Parade Line up
- 2 VIP Seating Tickets
- $\frac{1}{4}$  Page in Parade Souvenir Program
- Recognition as Sponsor on all Social Media
- Parade Entry



## PARADE BOOKLET ADVERTISING FORM

Business/Organization Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address : \_\_\_\_\_ City \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_ or (\_\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_

Please check all ad sizes that apply:

- |  |           |
|--|-----------|
| <input type="checkbox"/> Business Card | \$ 100.00 |
| <input type="checkbox"/> ¼ Page        | \$ 250.00 |
| <input type="checkbox"/> ½ Page        | \$ 500.00 |
| <input type="checkbox"/> Full Page     | \$ 750.00 |

**IMPORTANT:** Please send a high resolution image in a JPEG or PDF format and the Verbiage for your ad to [chamberofpacoima@gmail.com](mailto:chamberofpacoima@gmail.com)

**Please submit your complete form to:  
Pacoima Chamber of Commerce**

**Check payable to:** [Initiating Change in Our Neighborhoods \(ICON CDC\)](#)  
*(memo: Parade Sponsor Ad)*

\* 13168 Van Nuys Blvd., Pacoima, Ca. 91331

**Program Ad Form due by [NOVEMBER 30, 2023](#) at 5:00pm**



