



23rd Annual Salem Chamber of Commerce Haunted Happenings Grand Parade – October 4, 2018

“The Magic of Hocus Pocus”

The Salem Chamber of Commerce cordially invites you to participate in the 23rd Annual Salem Chamber of Commerce Haunted Happenings Grand Parade on Thursday, October 4, 2018. This year’s event will feature the theme “The Magic of Hocus Pocus”. This time honored kick off of the Halloween season is full of color, pageantry, music and the enthusiasm of thousands of Salem’s students from kindergarten to college and our local business owners. Their participation is what makes this a highly successful, cherished event for our community. To help ensure the success of this event, we are asking for businesses financial support to defray the expenses of police, marching bands, security, advertising, postage, and staging.

Sponsor Info:

In return for your generosity, we are committed to provide the following:

Banner Sponsor & Friend of the Parade (\$1,000)

- Your Individual sponsor banner carried in the Parade
- Your Company Name added to the list of sponsors on the Salem Chamber’s website and in all Social Media

Friend of the Parade Sponsor (\$500)

- Your Company Name added to the list of sponsors on the Salem Chamber’s website and in all Social Media

Please fill out the form (see back) to confirm your sponsorship.

All sponsorships include the opportunity to provide a float or march in the parade.

A Route Map, Parade Division List and Line-Up Chart will be provided shortly before the event for your convenience

Participant Info:

WHEN: THE PARADE WILL BE ON THURSDAY EVENING, OCTOBER 4, 2018 AND WILL START PROMPTLY AT 6:30 PM.

WHERE: THE PARADE WILL BE STARTING FROM SHETLAND PROPERTIES ON CONGRESS STREET TURNING LEFT ONTO DERBY STREET, RIGHT ONTO CENTRAL STREET, LEFT ONTO FRONT STREET, RIGHT ONTO WASHINGTON STREET, RIGHT ONTO THE ESSEX STREET PEDESTRIAN MALL AND FINISHING IN THE SALEM COMMON, WHERE OUR FAVORITE DJ DOUG WILL ENTERTAIN THE CROWD.

LINE UP TIME: ALL MARCHERS AND FLOATS SHOULD ARRIVE NO LATER THAN 5:30 PM. LINE-UP DIAGRAMS AND ASSIGNED PARKING AREAS WILL BE SENT TO YOU AROUND SEPTEMBER 26, DESIGNATING YOUR DIVISION NUMBER, POSITION IN THE LINE-UP AND DESIGNATED PARKING.

ENTRY FORM (see back): PLEASE COMPLETE AND RETURN NO LATER THAN SEPTEMBER 19, 2019 TO:

Mail: Salem Chamber of Commerce, 265 Essex Street, Salem, MA, 01970 → **Or Email:** info@salem-chamber.org

A Route Map, Parade Division List, and Line-Up Chart will be provided shortly before the event for your convenience. Please note your Division Number for line-up purposes and distribute to your group. If you have any questions, please call the Chamber of Commerce at 978-744-0004.

With kind regards,

Rinus Oosthoek
Executive Director



**By Order of the Salem Police: Only walking participants may hand out candy.
NO THROWING CANDY (vehicles & walkers alike) AT ALL!**



"The Magic of Hocus Pocus" PARADE SPONSORSHIP & ENTRY FORM

Salem Chamber of Commerce Haunted Happenings Grand Parade

THURSDAY, OCTOBER 4, 2018

PLEASE EMAIL TO: info@salem-chamber.org

Please fill out this Parade Entry Form and return it to the Salem Chamber of Commerce by September 19, 2018.

A parade line-up by Divisions will be e-mailed to you on or around September 26, 2018. At that time, please notify your participants of their Division Number and provide the Line-up Diagram to facilitate a safe and orderly parade.

Note to all business participants: To defray the costs of organizing, we ask all to pick a sponsor/contribution level.

YES! I would like to donate to the Parade! *(Please check sponsorship level)*

Banner Sponsor: \$1,000

Friend of the Parade Sponsor: \$500

YES! I would like to be in the Parade! *(Please check group type and circle amount)*

School: Free

Business/organization: \$250/\$100/\$50

Non-profit group: \$100/\$50/\$25

Please fill out the following:

Name of School / Business / Non-profit: _____

Contact Person: _____

Address: _____

Day Phone: _____ Evening Phone: _____ Email _____

Type of Participation: (check all that apply)

- Marching Costume Group # of Participants _____
- Float** (Pick-Up Truck Size Only) # of Participants _____
- Music # of Participants _____
- Other (Please Specify) # of Participants _____

****Please be advised that the Salem Police Department will not allow any float wider than an average midsize pick-up truck due to the width of some of the areas on the parade route.**

Please write a brief description below of your entry in the parade. **All entries will be subject to approval by The Salem Chamber of Commerce Parade Committee.**

Payment:

Total Amount Enclosed: \$ _____

Check #: _____

Credit Card #: _____

Exp. Date: _____

Signature: _____ Date: _____

Please make checks payable to the Salem Chamber of Commerce.