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# Sponsor Packet



PLANO LIONS CLUBS  
Proudly Host

PLANO'S 47<sup>TH</sup> ANNUAL CHRISTMAS  
PARADE

*Peace on Earth*

*December 9, 2017*



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# Summary

The purpose of this parade is to follow a community tradition of joy and happiness that involves businesses, organizations and families in a family-oriented fun event. With over 60 businesses, organizations, PISD marching bands and drill teams entries, over twelve thousand Plano citizens line up to enjoy this festive event!

<http://parades.planolions.org/>

Our goal at this event is two fold:

1. To provide an event where Plano families can congregate from various cultures and backgrounds, coming to have a "fun time" cheering the many "treasures" Plano is built on.
2. Raise money to support the charities and programs that the Plano Lions Clubs works with including but not limited to Boys and Girls Club, Meals on Wheels, Strengthening Families of North Texas, Hope's Door and to support the Plano Lions Clubs activities such as this parade. Plano Lions Clubs supports the Texas Lions Camp, a camp designated to children with special needs. In addition, Plano Lions Clubs supports the "Lions Leader Dog" Foundation.

Awards are given to categories which include:

- o Grand Marshall's Award
- o Chairman's Award
- o Best Walking Unit
- o Best Marching Unit
- o Best Overall Float
- o Best Use of Theme
- o Plano Santa



# I. Who Are The Lions?

## More Volunteers in More Places than Any Other Service Club Organization

When it comes to meeting challenges, our response is simple: We serve. In 205 countries, in hospitals and senior centers, in regions battered by natural disaster, in schools and in eyeglass recycling centers, Lions are at work, helping, leading, planning and supporting. Because we're local, we can serve the unique needs of the communities we live in. And because we're global, we can address challenges that go beyond borders.

We want everyone to see a better tomorrow. That's why we support [sight programs](#) and services including vision screenings, eye banks and eyeglass recycling. Provide eye care services to those at risk of losing their sight. And raise donations through campaigns like [SightFirst](#) and [Campaign SightFirst II](#).

We believe everyone deserves a healthy life. From providing [health programs](#) that focus on [hearing](#) loss to supporting efforts to control and prevent [diabetes](#), we're working to improve the health of children and adults around the world.

We empower the next generation. Whether it's providing volunteer and leadership experiences in a [Leo club](#) or sharing a message of peace through our Peace Poster contest, our [youth programs](#) invest in the future by reaching out to young people.

We serve the local community – The Plano Lions Clubs organizes the Plano Fourth of July Parade, the Plano Christmas Parade, and supports the Texas Lions Camp.

Texas Lions Camp is a residential camping facility for children with physical disabilities, type 1 diabetes and cancer. The Camp is located on over 500 acres in the beautiful Texas Hill Country, and is designed to introduce the "Can Do" philosophy to children dealing with special medical conditions.

Children with special needs from all over the State of Texas are invited to attend one of 9 weeks, which we hope will become one of their life-long childhood memories. A week designed for fun, exploration and challenge.



## II. Key Personnel

This year's Steering Committee presently consists of:

Tom McCallister	602-614-1394	tmlpsm@hotmail.com
Karen Marks	214-563-4156	dk.marks@verizon.net
Bobby Buison	214-641-9359	rbuison@yahoo.com
Tom Seibert		<a href="mailto:Tom.seibert1@verizon.net">Tom.seibert1@verizon.net</a>
Mike Rogers		
George Harrington		George.harrington@planolions.org

## III. Support

Your Lions of Plano Texas work tirelessly twice a year to bring you the Christmas and Independence Parades of Plano. Through the administration and registering of each individual participant, managing and coordinating the various vendors needed to support the parade operations to the actual on site parade direction the day of the parade you can count on us Lions. You can help to support the Lions Club of Plano by becoming a sponsor and donating directly to the following charities we support.

Every dollar you donate as a sponsor goes to support each of these charitable programs:

- PISD Eye Glass Clinic
- North Texas Food Bank
- Plano Santa's • Plano Daycare
- Primary Care Clinic of Plano
- Strengthening Families of North Texas
  - Plano Boys and Girls Club
  - Texas Disaster Relief
- PISD Senior High Scholarship Program
- World Services and Leader Dogs for the Blind
  - Texas Lions Camp for the Handicap
- Texas Sports Extravaganza for the Blind



## IV. Sponsorship Levels

Donations are tax deductible as collected and distributed by the Plano Early Lions Club Charities, Inc., a 501(c) 3 organization.

Lead Sponsor	Sponsor name and Logo Co-Titled with PELC on all materials and advertising Sponsor's logo featured on cover of marketing materials, banner, social media Feature sponsor's logo and link on all pages of event website Entry fee waived	\$2,500
Platinum	Sponsor's logo featured on cover of marketing materials, banner, social media Sponsor's logo and link on all pages of event website Entry fee waived	\$1,000
Gold	Sponsor's logo featured on cover of marketing materials, banner with all gold sponsors on one banner, social media Sponsor's logo and link on all pages of event website Entry fee waived	\$500
Silver	Sponsor's logo featured on cover of marketing materials, banner, social media Sponsor's logo and link on event website	\$250
Bronze	Sponsor's name and link on event website	\$100
In-Kind	Value determines level	

Please note: Sponsors logo and space on all marketing materials is based on the sponsor level



