



October 10, 2022

Krista Bernasconi, Mayor
City of Roseville
311 Vernon Street
Roseville, CA 95678

Dear Mayor Bernasconi and City Council:

The Downtown Roseville Partnership is proud to host the 61st Annual Sylvia Besana Holiday Parade. This family-friendly holiday event will be held on Saturday, November 19th with the vendor booths opening at 9:00 AM and the parade beginning at 10:30 AM. There will be fun events for all ages both before and after the parade, including Santa, food and craft booths and some new surprises this year!

The event in 2021 drew over 4,000 parade watchers, 60 parade units, and dozens of volunteers! This year we expect even more than that to come to spend time with their family and friends, watch the parade, and then spend time in the Downtown Roseville area.

The parade presents an opportunity to drive business and interest in our Downtown area as well as create additional revenue for our City through sales and increased business. The Downtown Roseville Partnership requests a \$2000 sponsorship for the 61st Annual Sylvia Besana Holiday Parade from the City Council discretionary funds.

The Downtown Roseville Partnership is a non-profit with a 501(c)6 status, and, as such, is not eligible for grant applications through the City of Roseville. The Council has generously allotted funds to the Parade for the last few years through the Discretionary Funds program.

The goal of the Partnership is to keep the participation costs for parade applicants as low as possible so they rely on sponsors from outside to assist with costs. The parade sponsorship program has grown during the last few years and the hope is to eventually rely entirely on community and business sponsorships to fund the parade to allow maximum participation.

These funds will go to the general operations of the Holiday Parade. This includes, but is not limited to, the expense to close the streets, the staffing it takes to organize the parade, additional restrooms for our attendees, insurance policies to cover the event and the attendees, and other parade expenses. The total cost for the Parade, dependent on number of participants, may reach \$12,000. These funds will be used to off-set those costs.

We are proud to say that since the event has been taken over by the Downtown Roseville Partnership in 2017, Parade float/unit numbers have risen 20%, vendor booth numbers have risen almost 200%, and sponsorships from outside businesses have doubled!



We would greatly appreciate the Council's granting this sponsorship request. If you have additional questions please feel free to contact me at info@sylviabesanaparade.org or by phone at 916-910-5769.

Respectfully,

A handwritten signature in cursive script that reads "Stephanie Hill".

Stephanie Hill, Parade Director