



DOWNTOWN
royal oak

SANTA'S FIRST STOP
THE 9th ANNUAL HOLIDAY MAGIC PARADE
SATURDAY, NOVEMBER 20, 2010 AT 10AM

**Washington Avenue: Launch at Lincoln, North to Fourth Street, West at
Fourth to Lafayette**

The Royal Oak Downtown Development Authority presents the 9th Annual Holiday Magic Parade, unofficially known as Santa's First Stop in Metro Detroit on Saturday, November 20 at 10am. Televised on WROK (Comcast 55 and WOW 11) and streamed live to MYFOXDETROIT.COM, Santa's First Stop is made possible by the numerous sponsors and volunteers who are committed to making the city shine through this high impact, musical and uniquely Royal Oak event! This year's event is shaping up to be another success and we are anticipating upwards of 25,000 people coming to downtown Royal Oak to view the parade.

Parade units are selected based on entertainment value. Service Clubs are welcome to contribute but must volunteer and/or bring something of entertainment value to the Parade to be credited as part of the Parade.

Your day of contact must be available for a short Holiday Magic Parade informational meeting on Tuesday, November 16th at 7pm at City Hall (211 Williams St, Royal Oak, MI 48067) on the 3rd Floor in the Commission Chambers.

When we are closer to the parade date, your group will be assigned a number and given a map that includes information on sign in, line-up and more.

Please complete the attached application for participation in the Holiday Magic Parade.

All parts must be completed for acceptance into the parade!

2010 HOLIDAY MAGIC PARADE APPLICATION

Contact Name: _____

Group Name: _____

Group Size (Include people and vehicles): _____

Address: _____

Phone: _____ Email: _____

Parade Day Contact Name: _____

Parade Day Cell Phone: _____

Please describe what your group will be performing in the parade:

Please describe what your group will be wearing in the parade:

Please describe any special requirements your group has: _____

Will your unit have any sound (band, singing, live music, etc.)? _____ Yes _____ No

Please provide a 3-5 sentence description of your organization. This will be used by the parade announcers to discuss your unit during the broadcast. _____

Signature of Group Leader _____

Please mail, fax or email the completed application back to:

Lauren Baker, DDA Marketing Manager
Quill Communications
316 E Third Street
Royal Oak, MI 48067
(P): 248.414.7626 (F): 248.414.7619 (E): lbaker@quilldetroit.com