



Dear Friends, Family and Colleagues,

It is with great pleasure we invite you to take part in a historical moment with our 51<sup>st</sup> Annual Pacoima Holiday Parade taking place on Saturday, December 8<sup>th</sup>, 2018 at 9:00am. 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.

During this upcoming holiday season, we are honored to have Assembly Woman, **Luz Rivas** as this year's Grand Marshall, accompanied by our Jr Marshall, Pacoima's own, the "**DIY Girls**". 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, we're honored to jointly, co-host the Holiday Parade with the Los Angeles Police Department Foothill Division and the Pacoima Chamber of Commerce as we hope to deliver another festive and exciting event in the spirit of the holidays.

Your participation will continue the year's long tradition of highlighting our great local schools, organizations, businesses, and non-profits in the Northeast San Fernando Valley. Please join us, along with Council Woman **Monica Rodriguez/CD7**, LAPD Foothill Division and Pacoima Beautiful in making this another unforgettable event. For your convenience, we have enclosed a Parade Entry and a Sponsorship Form for this year's event. If you should have any questions or concerns, please do not hesitate to contact the office via email at [chamberofpacoima@gmail.com](mailto:chamberofpacoima@gmail.com).

Together, let's celebrate our Community Successes and Achievements!

Respectfully,

*Eddie Gonzalez*

President  
Pacoima Chamber of Commerce

#### EXECUTIVE BOARD MEMBERS

**Eduardo "Eddie" Gonzalez**  
President  
iDEK Systems, LLC

**Joanne Castaneda**  
1st Vice President  
Realtor Associate – SFV  
Realty Professionals, Inc.

**Vivian Yochelson**  
Esq., 2nd Vice President  
Yochelson & Associates

**Kristy De La Torre**  
Secretary  
VEDC – Program  
Coordinator

**Angelica Banuelos**  
Treasurer  
Chula Chic Leather &  
Accessories

#### HONORARY BOARD MEMBERS

**John Hernandez**  
State Farm Insurance

**Gina Goldman**  
Reporter & Celebrity



# ***"DESIGN, GROWTH AND INNOVATION"***

Pacoima's 51<sup>ST</sup> Annual Holiday Parade

**Saturday, December 8<sup>th</sup>, 2018 at 9:00am**



## **Parade Categories**

Please Mark  **ONE ONLY** Below:

### **Equestrian and Vehicles:**

- A. Equestrian Group
- B. Car Club
- C. Motorcycle Club

### **Organizations:**

- E. Marching Band
- F. Dance Group
- G. Sports
- H. Drill Team
- I. Church/Religious Groups

**Other (Description):**

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## **REGISTRATION FEE**

\* \$175 Equestrian groups (Includes 6 horses & Sanitation Fee)

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

\*\$100 Small Businesses or Groups

\*Schools are Free

20% discount for Chamber Members (Or Join Now)

(Please print or type clearly)

Participant or Organization Name: \_\_\_\_\_

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

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

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

Category Letter: \_\_\_\_\_ # People: \_\_\_\_\_ # Horses: \_\_\_\_\_

# Vehicles (Max. 6): \_\_\_\_\_

Other Animals: Number: \_\_\_\_\_ Type: \_\_\_\_\_

Description: \_\_\_\_\_

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

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List any accomplishments your organization, school, business or church achieved throughout 2018:

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Please complete participants list, review and sign Rules & Regulations.

### **PROGRAM:**

Check in: 6:30 ~ 7:00am  
at your designated spot.

The route will be along  
Van Nuys Blvd.  
between Laurel Canyon Blvd.  
and Herrick Avenue.

**Please submit your complete form to:**

**Pacoima Chamber of Commerce**  
13420 Van Nuys Blvd.  
Suite #121  
Pacoima, CA. 91331  
(818) 497-3419

**Check payable to:**  
*Pacoima Beautiful*  
(memo: Parade Entry)

**Entry Form and Fee is due by**

**NOVEMBER 23, 2018 by 5:00p.m.**



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**Pacoima’s 51<sup>ST</sup> Annual Holiday Parade**

**Saturday, December 8<sup>th</sup> 2018**

**2018 PARADE PARTICIPANT WAIVER**

In consideration of being permitted to take part in the 2018 Pacoima Holiday Parade, the participant hereby releases, holds harmless and waives all claims against Pacoima Beautiful, Pacoima Chamber of Commerce and LAPD Foothill Division, their agents, employees and sponsors for any losses or injuries of any kind whatsoever arising out of the 2018 Pacoima Holiday Parade.

Name of Organization/Group:

\_\_\_\_\_ Date: \_\_\_\_\_

Driver Signature or Person Responsible For Group:

\_\_\_\_\_ Date: \_\_\_\_\_

All additional Adults in your group must sign below, printing their names in the left column and signing their names on the corresponding line in the right column. Parents or Guardians must sign for any child under the age of 18 by printing the child’s name in the left column and by signing the parent or guardian’s name in the corresponding right column. Please check the “Minor” box if the participant is under the age of 18.

Print Name	Parent/Guardian Signature	Minor
_____	_____	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>

**\*\*\*Additional space for participants list on page 8.\*\*\***

**The Pacoima Chamber of Commerce Welcomes You!  
Have Fun!**



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## **RULES & REGULATIONS**

1. Check in will begin at 6:30 a.m., please be on time. The streets close promptly at 7:30 a.m.
2. Please send one person from your entry to pick up your number at check-in.
3. **“SAFETY NOTICE”** It is unlawful to throw anything (candy, etc.) from a moving vehicle. If you want to pass anything out, have walkers go along side with your entry to hand things out.

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

- 2 Pooper Scooper Bodies 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 12 horses per group.
- (If you have more than 12 horses, you must complete an additional Parade Entry Form and pay an additional \$175.00 entry fee.)

5. Incomplete applications **CANNOT** be accepted. Please make sure your application is complete.
6. It can be a warm day. Provide water, spray bottles and other necessary safety items for people and animals.
7. All dogs must be on a leash.

Name, date and signature in appropriate areas are necessary.

**No Driver Under 18 Years of Age.**

Name of Organization/Group:

\_\_\_\_\_ Date: \_\_\_\_\_

Driver Signature or Person Responsible For Group:

\_\_\_\_\_ Date: \_\_\_\_\_

**NOTE: If you need any special accommodation, please contact the Chamber.**

**The Pacoima Chamber of Commerce Welcomes You! Have Fun!**



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**HOLD HARMLESS AGREEMENT**

The undersigned hereby agrees to indemnify, defend and hold harmless the Pacoima Beautiful, Pacoima Chamber of Commerce and LAPD Foothill Division, its consultants, officers, agents, directors, employees and volunteers from, and against any and all liability, loss or damage, (including cost and attorney fees) which the Pacoima Beautiful, Pacoima Chamber of Commerce and LAPD Foothill Division may suffer as a result of any claims, or demands, cost or judgments against it arising from any accident, injury, or damage of personal property that may occur during the Holiday Parade and Festivities held on Saturday, December 8th. In the event that a lawsuit is filed, then the undersigned agrees to pay all attorneys fees and cost incurred by the Pacoima Chamber of Commerce in the defense and/or prosecution of the lawsuit.

By signing this document, I acknowledge that I have read and agree to conform and comply with the Pacoima Holiday Parade rules and regulations (separate form), and that I have full authority to enter into the Agreement. Furthermore, I give permission to use my name, hometown and likeness in any medium for the purpose of advertising and promotion without any compensation throughout the event and subsequent years, on behalf of the Pacoima Beautiful, Pacoima Chamber of Commerce and LAPD Foothill Division and its Board of Directors.

Name, date and signature in appropriate areas are necessary.

**No Driver Under 18 Years of Age.**

Name of Organization/Group:

\_\_\_\_\_ Date: \_\_\_\_\_

Driver Signature or Person Responsible For Group:

\_\_\_\_\_ Date: \_\_\_\_\_

**NO ONE WILL BE PERMITTED TO ENTER THE PACOIMA HOLIDAY PARADE WITHOUT A SIGNED “HOLD HARMLESS AGREEMENT” ON FILE WITH THE PACOIMA CHAMBER OF COMMERCE. NO EXCEPTIONS!**

# ***"DESIGN, GROWTH AND INNOVATION"***

## **Pacoima's 51<sup>ST</sup> Annual Holiday Parade**

**Saturday, December 8<sup>th</sup>, 2018 at 9:00am**



**Please submit your complete form to:**

**Pacoima Chamber of Commerce**

**13420 Van Nuys Blvd.**

**Suite #121**

**Pacoima, CA. 91331**

**(818) 497-3419**

### **REGISTRATION FEE**

<b>Title Sponsor</b>	<b>\$ 10,000.00</b>
<b>Presenting Sponsor</b>	<b>\$ 5,000.00</b>
<b>Platinum Sponsor</b>	<b>\$ 2,500.00</b>
<b>Gold Sponsor</b>	<b>\$ 1,250.00</b>

(Please print or type clearly)

Business or Organization Name: \_\_\_\_\_

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

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

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

**Check payable to:**  
*Pacoima Beautiful*  
*(memo: Parade Sponsor)*

<b>SPONSORS BENEFITS</b>	<b>Gold Sponsor \$1,250</b>	<b>Platinum Sponsor \$2,500</b>	<b>Presenting Sponsor \$5,000</b>	<b>Title Sponsor \$10,000</b>
<b>BUSINESS Name and Logo</b>	Official Parade Banner	Official Parade Banner	All Parade Advertisement	Parade Advertisement, Press Releases, Parade Banner & Parade Grand Stand Seating Area
<b>BUSINESS Banner</b>	Displayed on Parade Route	Displayed on Parade Route	Company Logo and Official Parade Banner	Company Logo and Official Parade Banner
<b>PUBLICITY Booklets (20K units printed)</b>	¼ Page in Parade Souvenir Program	1/2 Page in Parade Souvenir Program	¾ Page Inside Back Cover	Full Page inside Front Cover
<b>VIP Seats tickets</b>	2 VIP Seating Tickets	5 VIP Seating Tickets	10 VIP Seating Tickets	20 VIP Seating Tickets
<b>Preferential Parade Line up</b>	✓	✓	✓	✓
<b>Recognition as Sponsor on all Social Media</b>	✓	✓	✓	✓
<b>Parade Entry</b>	✓	✓	✓	✓

**Entry Form and Fee is due by NOVEMBER 23, 2018 by 5:00p.m.**

Please contact our office to confirm your sponsorship for the Parade

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

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### **PARADE BOOKLET ADVERTISING FORM**

(Please print or type clearly)

Business or Organization Name: \_\_\_\_\_

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

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

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

Verbiage for your ad:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**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)

### **Size Ads Categories**

Please Mark  **in all sizes** that apply:

- Business Cards \$100
- ¼ Page \$250
- ½ Page \$500
- Full Page \$850

**Please submit your complete form to:**

**Pacoima Chamber of Commerce**  
13420 Van Nuys Blvd.  
Suite #121  
Pacoima, CA. 91331  
(818) 497-3419

**Check payable to:**  
*Pacoima Beautiful*  
*(memo: Parade Sponsor Ad)*

**Entry Form and Fee is due by**

**NOVEMBER 23, 2018 by 5:00p.m.**

**The Pacoima Chamber of Commerce Welcomes You!**  
**Thank you for your Business!**





