

Wissahickon Day Parade



Sponsorship for 94th Annual Wissahickon Day Parade of Horses ~ Learn How “Forbidden Drive” Got Its Name ~

The 2015 annual Wissahickon Day Parade (WDP) will be held on Sunday, April 26th in Fairmount Park. The parade is the oldest annual equine parade in the US and is sponsored by the Wissahickon Valley Riding and Driving Association (WVRDA).

The WDP has a rich history; tradition dictates that only riders and drivers participate, no one walks. This tradition relates to the purpose of the original 1921 parade, which was to protest the proposal to open the main Fairmount Park path to automobiles. A “Save the Wissahickon” campaign rallied hundreds of equestrians and thousands of spectators. Forbidden Drive got its name from the proposal’s defeat, hence cars are ‘forbidden’.

The Parade will start at 12:00 PM, departing from Harper’s Meadow. Line-up will start with carriages, in front of Northwestern Equestrian Facility (NWEF) at approximately 11:45 AM. Riders will fall in line behind the carriages starting at Harper’s Meadow. The Parade will travel to Forbidden Drive and continue along the Drive to the judging area at Valley Green Inn.

A horse show will precede the parade, with classes held in the outdoor arena of NWEF. The horse show will start at 10:00 AM. Classes include English, Western, Stable Group and Carriages. A Fancy Hat Contest will take place. The event goes on rain or shine!

Naming Title (\$2500) Wissahickon Day Parade brought to you by _____
Banner (you provide) on-site, one table, and seating for four in sponsor carriage (weather permitting) or brunch with VIP seating for four at Valley Green Inn. Name placed in all press releases, and logo placed on official web site. Judge for the Fancy Hat Contest.

Gold Sponsor (\$500)
Business card ad in program, banner (you provide) and table. Recognition in press release, website and announced during event. Judge for the Fancy Hat Contest.

Silver Sponsor (\$300)
Business card ad in event program, and banner (you provide). Judge for Fancy Hat Contest. Inclusion on website.

Bronze Sponsor (\$100)
Personal or company name listed in program and placed on web site.
Please indicate name to appear in program: _____

In-kind donations
Estimated value and product _____

**You will be recognized depending on level of donation.*

We thank you in advance. Please note the event goes on rain or shine.

For more information visit northwesternstables.com/wissahickonday and follow us at facebook.com/wissahickonday.

Checks payable to **WVRD**, as well as business cards for ads can be sent to:
c/o Jo Catanzarro, NWEF, 120 Northwestern Avenue, Philadelphia, PA 19118.
Questions? Email jocat11@Verizon.net.