



## 97<sup>th</sup> *Wissahickon Day Parade Sponsor Sheet*

**Why:** In the 1921, E.T. Stotesbury proposed opening the former Wissahickon Turnpike, a carriage trail along the creek, to “the automobile of the day.” The **Wissahickon Valley Riders and Drivers Association** launched a “**Save the Wissahickon**” campaign and several hundred riders demonstrated and rode down the trail. Following the protest and parade, the proposal was defeated and the carriage trail became known as “**Forbidden Drive**” because automobiles are *forbidden* to traverse it.

**When and Where:** 4/29/18 A free, family-friendly **(10 AM) Horse Show** precedes the parade at **Northwestern Stables**, Northwestern Avenue and Germantown Avenue in Chestnut Hill bordering Lafayette Hill. Riders line up between 11:30 and noon on Northwestern Avenue to start parading down Forbidden Drive, past **Cedars House** to start and then the **Valley Green Inn** between 12:30 pm. and 1 pm.

**Naming Sponsor: \$1000** - Wissahickon Day Parade **brought to you by** \_\_\_\_\_ and logo will appear on all marketing materials, programs, social media, press releases and posters. Your banner/table on-site at the horse show as well as recognition by the announcers at the the show and Inn.

**NEEDED Sponsor a Show Class:** \$200 helps offset the **costs of our judges and ribbons** to the winners that **you will hand** out in the ring. Classes include: Junior Western, Senior Western, Junior English, Senior English, Carriage Class and Fancy/Costume Class. Your name/organization will be announced, your business card will appear in the program and information will be added to press releases, social media, and announced at the horse show. You can also post your banner at the event and even have a table.

Individual sponsors - \$50 – Name and company name in program. Round of applause at the event.

\*Please note the parade will be cancelled in extreme weather and sponsorships will go toward the following year. Contact Barb Sherf at [Barb@CommunicationsPro.com](mailto:Barb@CommunicationsPro.com) at 215.990.9317 or the person who gave you this sponsor opportunity. Checks payable to Wissahickon Valley Riding and Driving Association (**WVRDA**) c/o Andrea Shumsky 230 E. Highland Avenue, Philadelphia, PA 19118. WVRDA is a non-profit social club. Contact [WissDayParade@yahoo.com](mailto:WissDayParade@yahoo.com) or go to <http://northwesternstables.com/wissahickonday/> and our FB page for updates and weather-related cancellation <https://www.facebook.com/WissahickonDayParade>.