

May 2009

Dear Westchester Business Owner,

Westchester's annual 4th of July Day Parade is one of our community's premiere events. The Parade is the result of the participation and hard work of the Chamber of Commerce, the Village of Westchester and the Westchester Park District. Staging such event costs money for administration, trophies, equipment rental, transportation, permits and promotions, etc.

The Parade has traditionally attracted between 3,500 and 4,000 spectators from Westchester and surrounding communities and starts at the intersection of Mayfair & Dorchester and travels for more than one mile along a crowded parade route. What better way to showcase your business with a captured audience and support this annual community event.

Space is limited to seventy 70 entries and reserved on a first come first serve bases. We expect an increased demand this year due to the growing popularity of the parade over the last few years. With your help we are hoping to make this years 4th of July Parade bigger and better than ever.

The Chamber of Commerce will initiate an entrance fee of \$25.00. This fee is not nearly enough to cover the total costs of the parade as alluded to in the first paragraph. To put on such an event runs close to \$6500 dollars. Since the Parade is truly a community event we ask you, the local businessperson to help cover some of the expenses by sponsoring some of the local school bands and entries. You will receive additional recognition with your sponsorship and be confident knowing that your money is helping support the music and other related entertainment such a cheerleading or ROTC. (Please review the attached sponsorship form).

The 2009 parade will be a special one with the theme "Back to Basics". By supporting the event you will assure both its success and continuation.

Please make out your check to "Westchester Chamber of Commerce" P O Box 7309 Westchester, IL 60154. If you have any questions, please contact me at (708) 450-2700 or email me at jsophie@sd925.org.

Sincerely,

Dr. Jean H. Sophie
4th of July Chairperson