



Dear Friends,

“Christmas around the World” is the theme for the 21st Annual Christmas Parade of the Ozarks. The holidays will be here before we know it! This annual event has become a NWA tradition and we invite you to join us on November 25th. In addition to the parade, Springdale will host Christmas on the Creek. At the Shiloh Square, there will be a lighting of the Christmas tree, caroling, downtown lights, and so much more!

This event brings a diverse collection of groups, families, organizations and businesses together for one special evening. The parade is free to the public and free to participate. It would not be possible without the support of local businesses, like yours.

We invite you to advertise to approximately 6000 – 8000 local people at a light-hearted, family-oriented event. The Springdale Benevolent Foundation, a 501 (c) (3) organization therefore, all donations will be tax-deductible. Please review the attached sheet of donation levels. Your donation will continue keeping this Northwest Arkansas tradition alive.

The parade will begin at the Rodeo Grounds and continue west down Emma. If you are interested in participating with a float, entry forms are available online at rodeooftheozarks.org

Thank you for the support that you have shown the Rodeo of the Ozarks over the past seventy years. Join us, for our biggest year yet.

Sincerely,

SPRINGDALE BENEVOLENT FOUNDATION