

I LOVE A PARADE

Dear fellow Merchants and Friends,

It's that time of the year again, the Mill Valley Memorial Day Parade. Monday, May 25, 2026 – 10:30am. This year's theme, "Our Democracy" represents our tight-woven community spirit, how everyone has a voice, as a town, we come together, we listen and get things done in a way that makes Mill Valley the best place to live in America.

In military traditions of various times and places, there have been numerous methods of performing salutes, using hand gestures, cannon or rifle shots, hoisting of flags, removal of headgear, or other means of showing respect or deference. Saluting is also used by the Police and Fire Departments. We will be honoring those who gave their lives and those who continue to protect our country, the world, our town and our way of life. Small town pride, Mom, Apple Pie, Freedom, Opportunity and Democracy. The I Love a Parade Committee's intention for each year's theme is to inspire and support the Mill Valley community to be the best town in America. Our intention this year is very simple. Teach our children to remember and honor the sacrifice's made by our friends, sons, daughters, fathers and mothers what they gave, so we could be free! Let's all gather with our friends, neighbors and fellow merchants. Break out the Red White and Blue, build wondrous floats, great window displays and show our kids and country how creativity and working together help to create amazing results. As in past years we are hoping you can make a donation to insure this year's Parade is a great success.

Special Veterans Sponsor \$1,500

Banner (you can provide), Chamber/Kiddo Newsletter, Website, Social Media, Print, poster ads and at event mentions. (need biz Logo and Bio)

Special Vets Ceremony 10:30am Miller Ave at Throckmorton Ave

Major Sponsor \$500

Newsletter, Website, Social Media, Print, poster ads and at event mentions (need biz Logo)

Basic Sponsor \$200 (Need biz logo)

Poster, and at event mentions

Please send logo via email to; famous4@comcast.net

Payment, Logo (if applicable) and short business bio due by May 2, 2026.

All sponsorships include parade entry.

Make checks payable to: I Love A Parade, mail your check and application to:

I Love A Parade c/o Famous4, 31 Sunnyside Ave. #4 Mill Valley CA, 94941 or drop off in mail slot anytime at Famous4. You can also use PayPal (**send as friends or family**) to famous4@comcast.net.

Venmo (send as friends and family) to <https://venmo.com/> @Larry-Lautzker **Be sure and note your Application Contact Person when paying by PayPal or Venmo.**

Info, call Larry at 415-265-2550 Thanks, I Love a Parade Committee

SHOP LOCALLY, THINK GLOBALLY