

CITY OF HALLOWELL  
1 WINTHROP STREET  
HALLOWELL, MAINE 04347



MUNICIPAL PARADE & BANNER  
PERMIT APPLICATION

PARADE/BANNER SPONSOR: Augusta Downtown Alliance

NAME OF EVENT: River of Trees

DATE OF EVENT: Nov 25 - Dec 4<sup>th</sup>, 2016

TIME PERIOD: Nov 4<sup>th</sup> - Dec 5<sup>th</sup>, 2016

PARADE ROUTE: \_\_\_\_\_

BANNER LOCATION: HALLOWELL (WATER ST.) by Jucky Garden

7/26/16  
Date

Michael G. Hall, Executive Director  
Contact person requesting permit  
207-458-8757  
Daytime phone number

OFFICE USE ONLY: APPROVAL BY CITY COUNCIL:

PERMIT NUMBER: \_\_\_\_\_

DATE APPROVED: \_\_\_\_\_ DATE ISSUED: \_\_\_\_\_



The Augusta Downtown Alliance\*, in partnership with downtown and Augusta-area merchants, is pleased to announce our involvement with The River of Trees. This large raffle event will allow the public to buy chances to win the donated gifts from each decorated tree. We ask that the total value of items or services be valued between \$500 - \$1000. The artificial tree and all the gifts will then be given to the recipient that wins from the coupons that are left for your tree.

So far, 13 local businesses are committed, with many more expressing interest. The event, which will be located at the Colonial Theatre, promises exposure to new audiences, with the possibility of 10,000 unique visitors, spurring Holiday gift-giving ideas. In addition, it provides businesses with a chance to support:

- A revitalizing and growing downtown
- Creative team-building for your staff
- An emerging and exciting event
- Thousands of people will see your business name

We hope that you will join us in this very unique venture. All proceeds raised will benefit the restoration of the Colonial Theatre and the Augusta Downtown Alliance, a nonprofit organization dedicated to revitalizing downtown Augusta.

\*The Augusta Downtown Alliance is a 501c(3) nonprofit charitable organization and therefore tax deductible when making a donation.