

6th Annual Northeast Los Angeles Veterans Day Parade

Sunday, November 13, 2011 @ 1:00 P.M.

“ An Eagle Rock Centennial Event”

Dear Community Supporter,

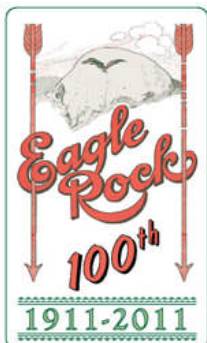
It is sometimes said that the highest sacrifice a citizen can give in the service of flag and country, is his, or her life. Still, such an expression of patriotism, regardless of its worthy appeal to national honor, surely could feel hollow to one who has suffered the loss of a son, daughter, or other loved one in the service of country. That is why in these times of war, Veterans Day becomes far more meaningful. It is now more important than at any other time for we Americans to show our gratitude to those who have served and to remember those who gave the greatest sacrifice in the service of our nation.

Our 6th Annual Northeast Los Angeles Veterans Day Parade is Sunday, November 13, 2011. We are anticipating a bigger crowd than ever at this year's Parade, as we are collaborating with the Eagle Rock Centennial Celebration. We are planning for a full day of events including an 11am Solemn Ceremony at Eagle Rock City Hall; a 1pm Veterans and Centennial Honorees parade; at 2pm (time approximate) a screening of the history of Eagle Rock, Honoree awards and an “All American Stage Show.” Therefore, we are planning for a larger program booklet to accompany what has become a signature annual event, of our vibrant Northeast community, to include a wider array of business leaders.

Signature individuals and organizations in both the public and private sector have come together to make the Northeast Veterans Day Parade possible. We have attracted important businesses in the Northeast, including Chevron, Inc., Citi Bank, Mia Sushi, Harnsberger Real Estate, LTC Home Health Care Services, Rey Crest Roofing Company, Celina Income Tax, S&L Management, Inc., Ruperto Domingo Law Offices, Mitchell Printing & Publishing, M.A.N. Insurance, DeVera Air Conditioning Company, Yogurt Haven, La Morenita, Patra's Burgers, as well as such auspicious sponsors as the Office of Councilmember Jose Huizar, community organizations like the Anahuak Soccer Association, Kiwanis Club of Greater Highland Park, Eagle Rock Neighborhood Council, Glassell Park Neighborhood Council and Eagle Rock Chamber of Commerce, Solheim Lutheran Home, the Office of State Senator Carol Liu, Congress Representative Xavier Becerra, Assemblymember Anthony Portantino, the Boulevard Sentinel, the Friends of the Southwest Museum Coalition and the Friends of Hermon Dog Park.

We are approaching businesses that have a significant profile in our community to sponsor an advertisement in our, 32 page program booklet (8.5 X 11 page size). We would like to invite your esteemed corp./company to take out an ad to help support our local veterans. Attached is the sponsor agreement, please check off the level that best suits you and return with your payment today!

Checks payable to: NELA Veterans Parade, 3811 Verdugo Road, Los Angeles 90065



Ruby de Vera 323-258-0776

Heinrich Keifer 323-385-4935

Maggie Darret-Quiroz 323-788-1323

Philip Iglauer 323-543-6878

email: rbdevera@sbcglobal.net

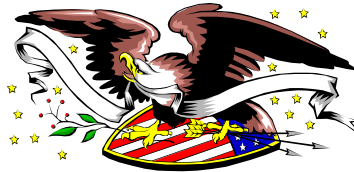
email: HKeifer101@sbcglobal.net

email: mdarett@sbcglobal.net

email: ephilip2005@hotmail.com

The Northeast Los Angeles Veterans Day Parade is a 501c3 non-profit organization-ID 27-3252081

Remember, if you value your freedom, thank a Veteran!



6th Annual Northeast Los Angeles Veterans Day Parade
Sunday, November 13, 2011 @ 1:00 P.M.
An Eagle Rock Centennial Celebration Event

Advertising Contract

INSIDE COVER - \$500.00
OUTSIDE COVER - \$600.00
FULL PAGE - \$300.00
HALF PAGE - \$150.00
QUARTER PAGE - \$100.00
BUSINESS CARD - \$50.00

All Sponsors of \$50 or more will be listed in text on centennial event flyers

BUSINESS: _____

CONTACT NAME: _____

ADDRESS: _____

PHONE (____) _____ FAX (____) _____

EMAIL: _____

Sales Rep. _____ Ph. _____

Please furnish high resolution jpeg, pdf or camera-ready artwork by September 2, 2011
Email artwork to: rbdevera@sbcglobal.net

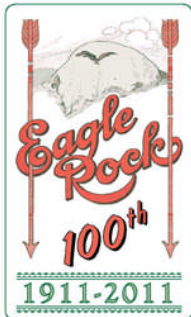
CHECK NO. _____ APPROVED BY: _____

AMOUNT: \$ _____

DATE: _____ DATE: _____

COMMENTS: _____

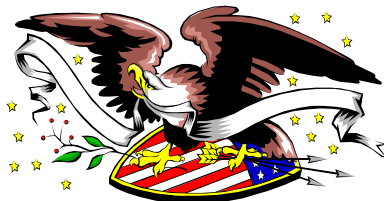
Checks payable to: NELA Veterans Parade, 3811 Verdugo Road, LA 90065



Sponsorship Representatives:

Ruby de Vera 323-258-0776, email: rbdevera@sbcglobal.net
Heinrich Keifer 323-385-4935, email: HKeifer101@sbcglobal.net
Maggie Darret-Quiroz 323-788-1323, email: mdarett@sbcglobal.net
Philip Iglauer 323-543-6878, email: ephilip2005@hotmail.com

Remember, if you value your freedom, thank a Veteran!



6th Annual Northeast Los Angeles Veterans Day Parade

Sunday, November 13, 2011 (Registration opens at 10:30AM, ends at 12:00PM)

At the Glassell Park Senior / Community Center 3750 Verdugo Rd. 90065)

“An Eagle Rock Centennial Event”

We need Convertible Cars and Trailers

Dear Community Supporter,

We would like to invite you to participate in this year's Veterans Day Parade by bringing your convertible car or trailer out on parade day and allowing it to be used (driven or towed by you) for carrying a celebrity, political official or Veteran.

This is a great opportunity for you to have some fun and serve the community at the same time, and it is a great family event for a grandchild, nephew or niece.

The parade starts on Sunday, November 13, 2011, at 1:00 p.m. at the corner of Verdugo Road and Eagle Rock Boulevard. We will use the Glassell Park Senior Center as our staging area and convertible cars and trailers can be lined up right on Verdugo Road near W. Ave 37 starting at 10am.

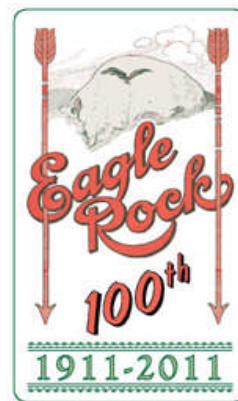
Remember, if you value your freedom, thank a Veteran.

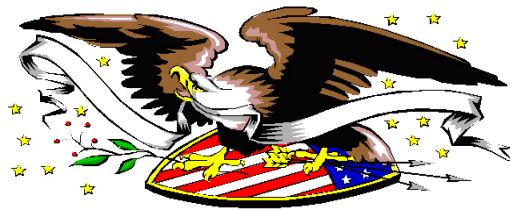
Sincerely,

Veterans Day Parade Committee

Contact _____

Phone _____





6th Annual Northeast Los Angeles Veterans Day Parade

Sunday, November 13, 2011 (Registration opens at 10:30AM, ends at 12:00PM)

At the Glassell Park Senior / Community Center 3750 Verdugo Rd. 90065)

“An Eagle Rock Centennial Event”

Mail to: 3811Verdugo Rd. LA. CA. 90065 Fax to: (323) 255-6387

Contact Name: _____ Organization : (if applicable) _____

Address: _____

City _____ State _____ Zip _____

E-mail address: _____ Phone # _____

Classification: (see below) # _____ Classification Name: _____

Classes 4 - 8 Vehicles: Year _____ Model: _____

[] Yes, I would like to perform a short program (3-5 min.) at the post parade festival

When submitting this form, please provide proof of insurance on all moving vehicles.

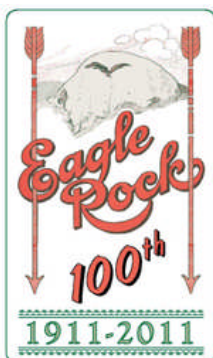
- 1. Do Not Throw anything from a moving vehicle. Walking participants may distribute items (candy, balloons, flyers, etc.)
- 2. You may be asked to drop out if you are slowing down the parade.

Entry Classification

1. Veteran(s) group
2. Musical group
3. Horse(s) or horse drawn vehicle
4. Convertible Car for honoree(s)
5. Organization Adult float
6. Organization Student float
7. Organization Business float
8. Any type of non-convertible decorated vehicle
9. Non-Profit Org. without float or vehicle

A Float is defined as any entry that is decorated, movable on at least 4 wheels, and pulled by hand or any vehicle.

Proof of insurance required on vehicle. All entries will be sent a confirmation and final instructions prior to the parade. All entries are asked to provide a banner for identification.



- Please provide a 30-70 word summary of your entry with this form to be read at announcer stand(s) on a separate sheet.
- Registration deadline is Friday, November 4th.
- An additional \$10 fee is required for late registration.
- Late registration is accepted on the morning of parade up to 11:00 am.
- Please make checks payable to the NELA Veterans Parade.

Remember, if you value your freedom, thank a Veteran!