



2015 Holiday Magic Parade

Recap Report



DOWNTOWN ROYAL OAK

Sunday, Nov. 22 at 2 pm

Parade Route Washington, from Lincoln to Fourth St.

Santa Scamper Fun Run @ 1:30 pm

Bring New, Unwrapped Toys for the Boys & Girls Club of

Oakland & Macomb County's Holiday Basket Program

Visits with Santa from 3-5pm at Skyward Real Estate

Kids Eat FREE on Sundays from Nov. 22 - Dec. 27

Presented By



For more info, visit www.downtownroyalok.org



2015 Changes

- Visits with Santa moved to Skyward Real Estate from Stagecrafters as Stagecrafters was unavailable this year.
- Addition of another volunteer group: ROHS Spirit Club to assist the Royal Oak Woman's Club in the carrying of sponsor banners in the parade. This was hugely helpful!



Sponsorship



- Emagine Theatres and Ironwood Grill returned as presenting sponsor for 5th year and are in the final year of their 2-year deal.
- Buffalo Wild Wings returned as sponsor of Santa and the Visits with Santa at Skyward Real Estate.
- Total sponsorship was \$25,800. Total sponsorship for 2014 was \$26,950. This is a decrease of \$1,150.
- 33 businesses/organizations sponsored the parade.

Media Exposure

- Fox 2
 - Ironwood Grill was featured in studio for a cooking segment on November 18th and Stephanie McIntyre spoke about the parade
 - Fox 2 brought reporter Robin Murdoch and Jay Towers to do 3 segments the morning of the parade on November 22nd
 - Parade segment featuring Gary Baglio from RODDA
 - Downtown shopping segment featuring gifts from 20 downtown businesses with Stephanie McINTyre
 - Parade segment featuring the Motor City Heat Marching Band
 - Fox 2 brought a camera to the parade for some live coverage
- 100.3 WNIC
 - Jay Towers was the Grand Marshal of the parade
 - The parade received 50 free :20 second spots to promote the parade as well as listings on the website, in eblast and through social media.
 - 10 gift cards from downtown Royal Oak businesses (who were also parade sponsors) were given away during Jay Towers Morning Show

Holiday Magic Parade in Downtown Royal Oak Nov. 22



Media Exposure Cont'd

- Other Stories
 - Stories were written in/on:
 - Channel 7
 - Crain's Business
 - Oakland Press
 - Daily Tribune
 - C&G Papers
 - Metro Parent
 - Oakland County Moms

media.theoaklandpress.com/2015/11/23/photos-from-royal-oak-holiday-magic-parade/

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For yet another season, the magical parade returns to downtown Royal Oak. Join the fun and celebrate with your family on Nov. 22, 2015.

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TOP STORIES | Red Wings worth \$600 million, Forbes estimates

The popular "Jersey Boys" musical will be in Detroit this weekend.

1. Groove to the legendary **Four Tops** during the **Detroit tree lighting ceremony at Campus Martius**.
2. Welcome Stevie Wonder back to Detroit when he performs his "Songs in the Key of Life" album.
3. Listen to the future stars of opera at the Metropolitan Opera National Council 2015 District Competition.
4. Go to Banners & Cranks, a traveling cantastoria and cranky festival.
5. Enjoy the Holiday Magic Parade in Royal Oak.
6. Bring your furry, feathered or scaly friends to the Novi Pet Expo.
7. Experience the Tony-, Grammy- and Olivier Award-winning best musical "Jersey Boys."
8. Run the Holiday Hoop 5K.

Performers/Community Groups



- Almost 50 performers and community groups including
 - Marching bands
 - Service groups
 - Mascots
 - Circus performers
 - High School Teams
 - Cub and Girl Scouts
 - Many, many more!

Santa Scamper Fun Run



- 7th Annual Fun Run through the parade route
- Put together by the Oak Apple Run
- Over 50 Runners, down from past years and Oak Apple would like to meet so they can better promote the race in the future

Boys & Girls Clubs – Toy Collection



- 75 toys collected along parade route and from Great Lakes Ace Hardware, a new parade sponsor, that collected toys instore before the parade
- Toys go to the Boys & Girls Clubs' Holiday Basket Program

Suggestions for 2016

- Have downtown businesses provide gift cards ranging from \$5 - \$50 and have elves walk by Santa in the parade and give them out to guests in the crowd.
- Additional activities: marshmallow roasting?
- Work to promote the toy collection and race more.
 - Perhaps have downtown businesses collect toys too?
 - Oak Apple would like to meet to discuss race promotion as they mentioned they do not do much to promote it currently.
 - Maybe new activity – try to set record for largest outdoor yoga class in the winter?