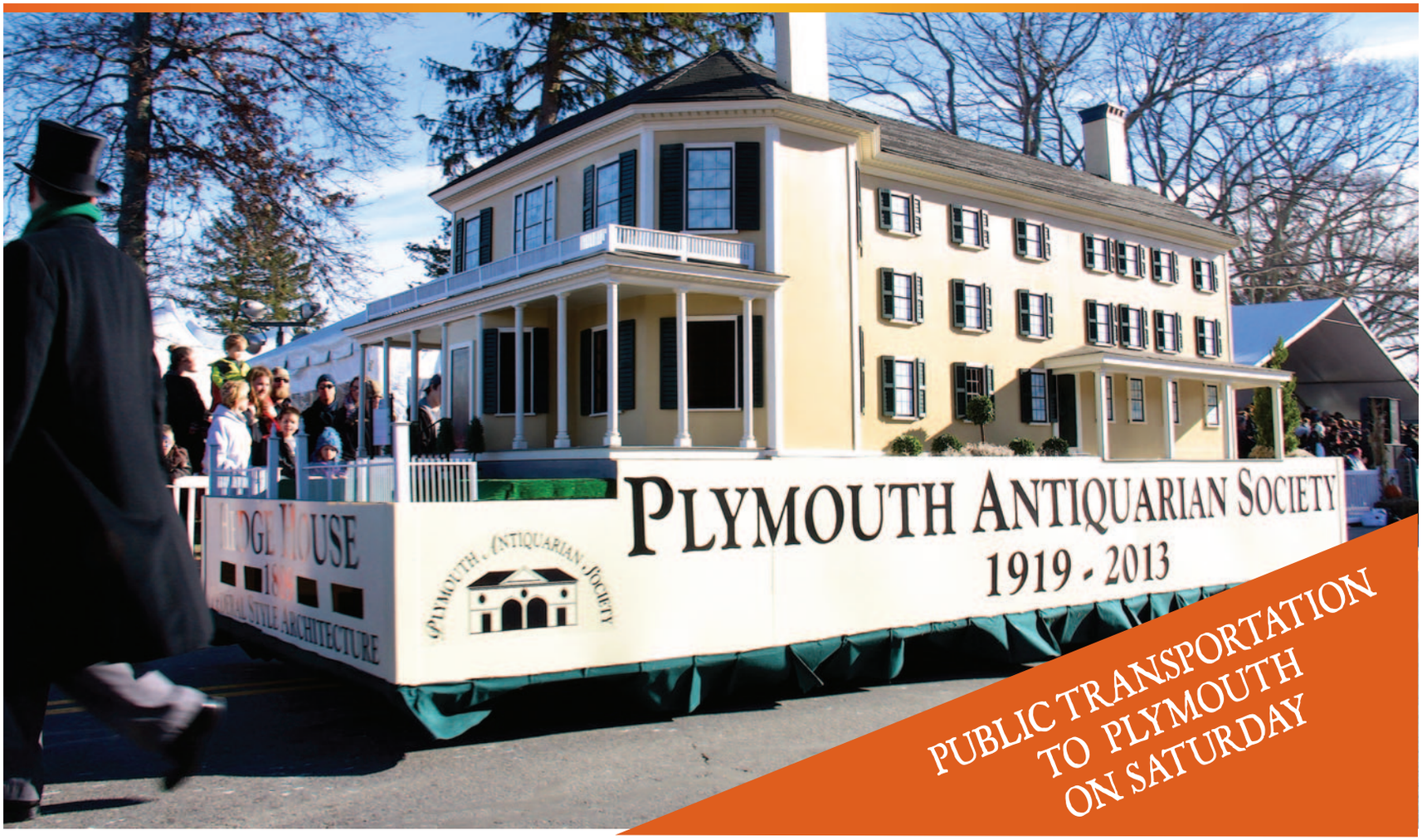
America's Hometown

PLYMOUTH, MASSACHUSETTS

# Thanksgiving Celebration™

# The Weekend Before Thanksgiving

PLYMOUTH




PUBLIC TRANSPORTATION TO PLYMOUTH ON SATURDAY

PARADE ★ FESTIVALS ★ CONCERTS

PLYMOUTH ROCK FOUNDATION
TO PRESERVE AND PROPAGATE THE PILGRIM STORY
www.plymrock.org

www.usathanksgiving.com

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Thanksgiving Celebration™

# The Weekend Before Thanksgiving

## Schedule of Events

### FRIDAY

- **HOMETOWN APPRECIATION CELEBRATION**
  Memorial Hall

### SATURDAY

- **OPENING CEREMONIES** • Cole's Hill on the Plymouth waterfront
- **THANKSGIVING PARADE** • Steps off at the corner of Nelson St. and Court St.
- **HOMETOWN FAMILY FESTIVAL ON THE WATERFRONT**
  *Activites include:*
  - Craft Beer and Wine Garden
  - Food Truck Alley
  - Children's Pavilion
  - Portal to the Past Reenactment Village
  - Wampanoag Educational Pavilion sponsored by Massasoit Community College
  - Illuminate Thanksgiving by Plymouth 400
- **THE NATIONAL SENIOR & ALUMNI DRUM & BUGLE CORPS REUNION CONCERT**

### SUNDAY

- **HARVEST MARKET**
  Plymouth Farmers Market

WCVB 5 abc

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# Hometown Appreciation Celebration...
## We Are Thankful For You...

## FRIDAY
### 7PM-9PM · Memorial Hall

JOIN US for an appreciation evening of dancing and thankfulness.

Make this Thanksgiving truly meaningful as you watch clips of parades past, activities from all of the years of our event. Enjoy small plates, cash bar and dance to our DJ.

Discuss with your neighbors and friends what you are thankful for and how we should always show our gratitude.

DJ · REFRESHMENTS · CASH BAR

### RANKED TOP THANKSGIVING PARADES

- AOL.com
- AboutTravel.com
- TravelMuse.com
- TravelChannel.com

## NATIONAL SENIOR ALUMNI DRUM & BUGLE CORP REUNION

## SATURDAY

*Join us for one of the most spectacular evenings that Alumni Drum and Bugle Corps has to offer!*

- The New York Skyliners Alumni Corps
- Defenders Concert Corps
- Ct. Alumni
- Hanover Lancers
- The Crusader Senior Drum and Bugle Corps
- North Star Alumni Corps
- Blessed Sacrament Golden Knights
- Caballeros Alumni Corps

For tickets go to www.usathanksgiving.com - Concert Page or call 508-746-1818

# The First Thanksgiving - 1621
## by PAUL JEHLE

THE PILGRIMS AND NATIVE AMERICANS held their three-day Feast in 1621 with a total of 140 people. Only four adult pilgrim women were alive that first winter! It's a good thing the Natives brought much of the food! Edward Winslow described it when he said:

*"Our harvest being gotten in, our governor sent four men on fowling, that so we might after a special manner rejoice together after we had gathered the fruit of our labors....*

*At which time, amongst other recreations, we exercised our arms, many of the Indians coming amongst us, and among the rest their greatest king, Massasoit, with some ninety men, whom for three days we entertained and feasted."*

What makes Thanksgiving in Plymouth unique are its roots in the Biblical Feast of Tabernacles and that two cultures feasted for three days and had friendly athletic competition.

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# SATURDAY
## PLYMOUTH CENTER

- OPENING CEREMONY COLE'S HILL
- PARADE STEPS OFF AT THE CORNER OF NELSON ST. AND COURT ST.

Ranked
BEST THANKSGIVING PARADE IN NORTH AMERICA

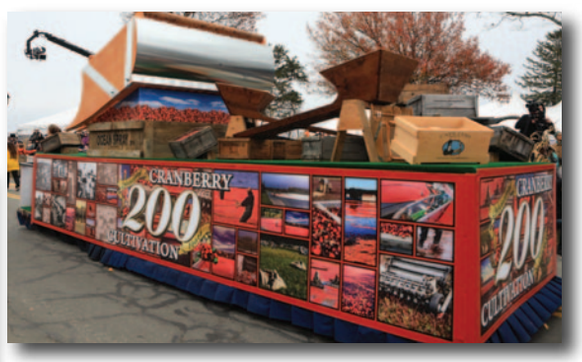
# America's Hometown Thanksgiving Parade

THE SATURDAY MORNING CELEBRATION festivities begin on the Plymouth Massachusetts historic waterfront. An opening ceremony, featuring a variety of top-quality entertainment is followed by the 2018 Grand Parade.

This is one of America's only historically accurate chronological parades, visually bringing to life America's rich heritage representing each century from the 17th through the 21st. In showing the preservation of America's history through the years, beginning with the Pilgrim era, we promote an appreciation among our citizens for our rich heritage.

The parade features beautifully decorated floats, nationally recognized Drum and Bugle Corps, re-enactment units from every period of American history and military marching units.

*For more information on each float, please see the Parade section of our website, www.usathanksgiving.com*



## BRING YOUR CANNED GOODS!

### Make a difference to help feed the less fortunate.

Please remember to bring your donation of non-perishable food items to add to the train along the parade route.

Representatives from our sponsor, Marty's Buick GMC, will be collecting food donations throughout the parade route. All food will be distributed by the Greater Plymouth Food Warehouse. Come and help us do it!

All nonperishable food items are also welcome, but the ones that are in the biggest demand are peanut butter, cans of tuna, cereals, paper towels and toilet paper, diapers and juices. People attending the parade are welcomed to put items in the train when the "America's Hometown Express" comes past.

# AMERICA'S HOMETOWN Thanksgiving FAMILY FUN FESTIVAL *on the* WATERFRONT

## SATURDAY

America's Hometown PLYMOUTH MASSACHUSETTS
CRAFT BEER & WINE GARDEN

JOIN US FOR THE FIRST HOMETOWN CRAFT BEER & WINE GARDEN.
Show your patriotic colors while you kick back with friends, food, tunes and a sweet selection of reds, whites and brews. There's no better way to celebrate our holiday and our nation than by drinking in America's fruits of the vine and amber waves of grain.

$3 ENTRY FEE *includes a raffle ticket to win a TV*

## Food Truck Alley

**Join us for the first Hometown Food Truck Alley!** Food Trucks will grace the waterfront with globally influenced eats, giving you the opportunity to enjoy city-style eating in the suburbs. Both city-based and local trucks and vendors will participate in this unique event.

## WAMPANOAG PAVILION

Come and have the opportunity to learn what really happened at that first dinner between the Colonist and Wampanoag people in the fall of 1621. Bring your family along and turn back time to the year of 1621.

SPONSORED BY MASSASOIT COMMUNITY COLLEGE

## Children's Pavilion

JOIN US AFTER
THE PARADE ON THE WATERFRONT

Our tent will be filled with many activities for the kids!

Get painted. Create. Build. Take Photos.
Be a part of the adventure of the day and create memories!

## "Portal to the Past"

### HISTORIC VILLAGE Saturday

THE HISTORIC AND SCENIC BREWSTER GARDENS will once again be brought to life as dedicated living historians create a Historic Village filled with authentic camps and scenarios of historical eras.

## DETAILS ARE EXPANDING AND GROWING EACH DAY!

For up to date details, go to the EVENTS tab on our website.
www.usathanksgiving.com

PLYMOUTH 400 Illuminate

## SATURDAY

THE NATIONAL PILGRIM MEMORIAL MEETINGHOUSE/FIRST PARISH CHURCH followed by a lighted procession to the Plymouth Waterfront for the main stage program and the "One Small Candle" Ceremony.

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# Harvest Market

Plymouth FARMERS' MARKET

## SUNDAY

### MEET LOCAL FARMERS AND FOOD-MAKERS

as you gather Thanksgiving feast ingredients to celebrate the fall harvest. Prepare your Thanksgiving dinner using locally grown, fresh-from-the-farm fruits, vegetables, herbs, preserves, eggs, grass-fed meats, and mushrooms.

## I Love A Parade lyrics

*I love a parade,the tramping of feet,*
*I love every beat I hear of a drum.*
*I love a parade, when I hear a band*
*I just want to stand and cheer as they come.*
*That rat-a tat-tat, the blare of a horn.*
*That rat-a tat-tat, a bright uniform;*
*The sight of a drill will give me a thrill,*
*I thrill at the skill of everything military.*
*I love a parade, a handful of vets,*
*A line of cadets or any brigade,*
*For I love a parade.*

# WE LOVE A PARADE

*Do you love the Parade? The Concerts? The Food Trucks?*
*The Beer & Wine Garden? The Re-enactor Village? The Harvest Market?*

WE LOVE ALL THE EVENTS, AND WE ARE SURE YOU WILL TOO.
Did you know that all our events are organized, produced and staffed by our wonderful, talented volunteers? Or that we are funded by donors of all sizes – large corporations, small businesses, and individuals who support what we do and want to see our events continue.

YOU can become one of our supporters today. Your donation helps us create a wonderful weekend of family-friendly events that will inspire you, satisfy your appetite and leave you thankful for our nation's abundant history.

Please visit **www.usathanksgiving.com. GO TO DONATE TAB** and make a donation. All donations large and small are deeply appreciated. The names of our supporters will all be listed on our website. Donations of $100 or more you will be entered to win 4 reserved grandstand seats in our VIP section with a heated tent, refreshments and a close up view to the parade!

## A special thank you

to our many volunteers. There are far too many of you to name. We could not have done this without your support and tireless efforts.

## THANK YOU
## FROM THE AHTC COMMITTEE

501(c)3

PUBLISHED BY: **AMERICA'S HOMETOWN THANKSGIVING CELEBRATION**
10 CORDAGE PARK CIRCLE, SUITE 230 • PLYMOUTH, MA 02360 • 508.746.1818

The Plymouth Area CHAMBER OF COMMERCE LEARN · CONNECT · SUCCEED

GateHouse Media New England wickedlocal.com

WCVB 5 abc

Bond Printing & Marketing

Voted TOP 100 EVENT IN NORTH AMERICA WITH AMERICAN BUS ASSOCIATION FOR 2012, 2014, 2015, 2016, 2017 & 2018

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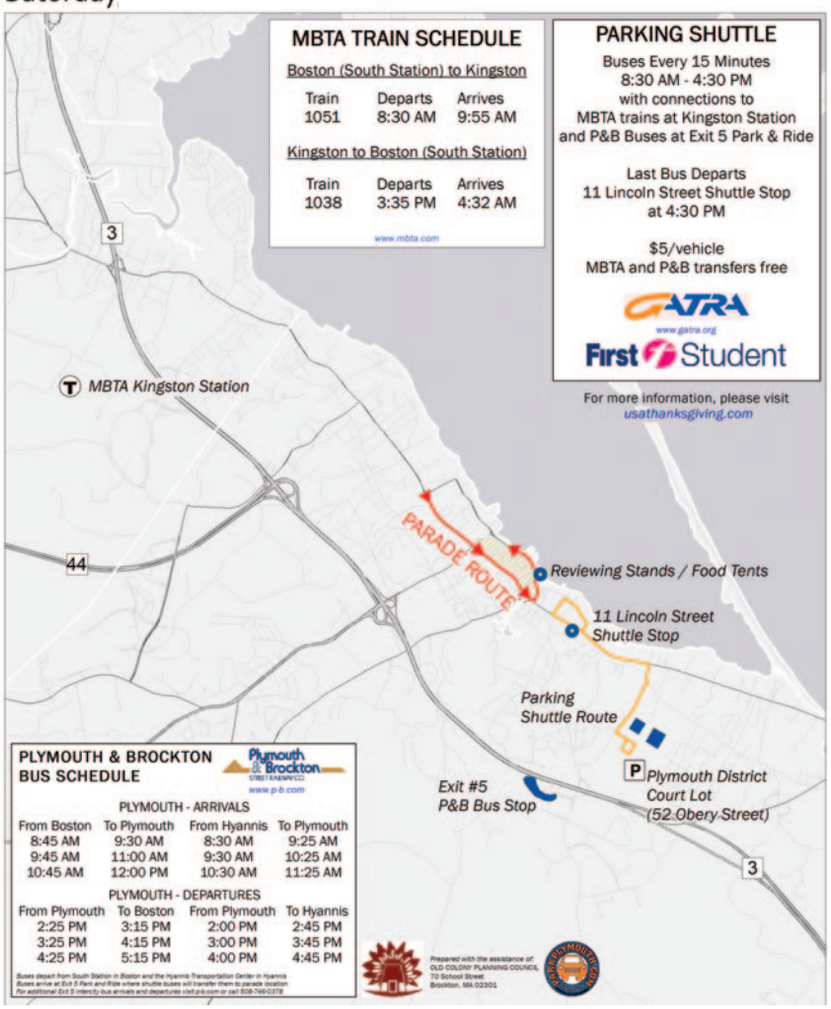
# AMERICA'S HOMETOWN Thanksgiving

America's Hometown Thanksgiving Parade
Saturday




# Celebration Map & Guide for the Parade

## Opening Ceremony at Pilgrim Memorial State Park

Coles Hill at the Plymouth Waterfront

## PUBLIC TRANSPORTATION TO PLYMOUTH ON SATURDAY

### TO ENJOY THE PARADE AND EVENTS.

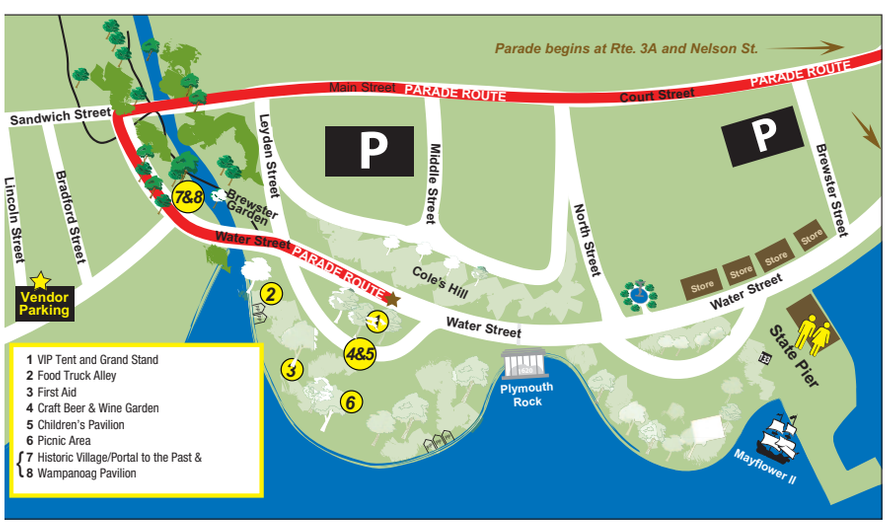
- From Boston/ South Station to Plymouth Station via train 1051:
  Arrive at Plymouth and take a FREE GATRA/PB FREE parking shuttle with service every 15 minutes, into the Parade.
- FREE shuttle bus to the parade and parking available at Exit 5 off of Route 3. $5/car

Massachusetts Bay Transportation Authority

GATRA Greater Attleboro Taunton Regional Transit Authority

Plymouth & Brockton Street Railway Co.

ParkPlymouth.com



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# The Weekend Before Thanksgiving
# SPONSORSHIP OPPORTUNITIES

## Now is your opportunity to join us!

*A few thoughts…*

- **Exclusive Partnership with WCVB Channel 5 - Televised Event**
- Ranked Best Thanksgiving Parade by AOL
- Ranked Top 20 Festival In the World by Chicago Tribune
- Ranked 2nd Thanksgiving Parade to Macys by Discovery Channel
- #1 Thanksgiving Destination by Rand McNally
- 175,000 people are expected for attendance
- Partnership with GateHouse Media Newspapers
- 200 companies involved at various levels
- Alliances with Corporate Sponsors
- Multi Platform Media Sponsors
- Partnership with PACTV
- Large Social Media Audiences

Custom Sponsorship and Participation Packages are available at all levels from exclusive naming rights to friend packages.

*The excitement is building…*
*join our celebration before it's too late.*

Visit www.usathanksgivingsponsors.com

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# The Weekend Before Thanksgiving

# SPONSOR LEVELS

## EXCLUSIVE NAMING RIGHTS FOR THE GRAND PARADE OR PARTRIOTIC CONCERT

**$30,000**

- Street banner with logo or printed name along parade route
- 1/2 page advertisement in the program guide distributed through Gatehouse Media to 100,000 homes
- Logo inclusion on website with a web link
- Custom designed Parade Banner. Up to 10 representatives from organization can walk the parade with the banner
- Banner at Grand Parade or at Patriotic Concert
- VIP access for 30 people in Parade Hospitality Pavilion and Grandstand Seating
- Reserved seating for 30 people at the Friday Night Patriotic Concert

## EXCLUSIVE NAMING RIGHTS TO THE HISTORIC WATERFRONT INCLUDING THE OPENING CERMONIES TO THE GRAND PARADE

**$20,000**

- 1/4 page advertisement in the program guide distributed through Gatehouse Media to 100,000 homes
- Logo inclusion on website with a web link
- Custom designed Parade Banner. Up to 5 representatives from organization can walk the parade with the banner
- Banner at Grandstand or at The Waterfront Pavilion
- VIP access for 20 people in Parade Hospitality Pavilion and Grandstand Seating
- Reserved seating for 20 people at the Friday night Patriotic Concert
- Street banner with logo or printed name along parade route

## ANNUAL THEME FLOAT or SENIOR ALUMNI DRUM AND BUGLE CORP REUNION CONCERT

**$10,000**

- 1/8 page advertisement in the program guide distributed through Gatehouse Media to 100,000 homes
- Logo inclusion on website with a web link
- Custom designed Parade Banner. Up to 10 representatives from the organization can walk the parade with the banner
- Street banner with logo or printed name along the parade route
- VIP access for 10 people in Parade Hospitality Pavilion and Grandstand Seating
- Reserved seating for 10 people at the Friday Night Patriotic Concert

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# The Weekend Before Thanksgiving

# SPONSOR LEVELS

## NAMING RIGHTS TO THE PREMIER FLOATS
**$5,000**

- Name listing in the Program Guide distributed through Gatehouse Media to 100,000 homes
- Logo inclusion on website with a web link
- Custom designed Parade Banner. Up to 5 representatives from the organization can walk the parade with the banner.
- Street banner with logo or printed name along the parade route
- VIP access for 5 people in Parade Hospitality Pavilion and Grandstand Seating

## OLD FAVORITES FLOAT SPONSORSHIP
**$2,500**

- Old Favorites float sponsorship is first come first served, prior year sponsor has first right of refusal
- Custom designed Parade Banner. Up to 2 representatives from the organization can walk the parade with the banner.
- Name listing on the website with web link.
- Street banner with logo or printed name along the parade route
- VIP access for 2 people in Parade Hospitality Pavilion and Grandstand Seating

## INDIVIDUAL ITEMS

- Advertisement in the Program Guide distributed through Gatehouse Media to 100,000 homes

  PROGRAM SPONSOR .....$4000.00
  BACK FULL PAGE .....$3000.00
  FULL PAGE .....$2500
  1/2 PAGE.....$1500
  1/4 PAGE.....$900
  1/8 PAGE.....$540
- 10x10 outdoor vendor space $800 (limited availability – first come first served)
- Website name and link $500
- Friend $150
  Name listing on the website and name listing in the Program guide that is distributed through Gatehouse Media to 100,000 homes.

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# SPONSOR LEVELS

## CRAFT BEER & WINE TENT

**$10,000**

- Custom parade banner with logo
- Custom tent banner on the entrance with logo
- 10x10 space in the tent
- Logo and/or name listing in all marketing
- Logo on the Craft Beer and Wine page on the website
- Logo on the sponsor pages as a Principal Sponsor
- Logo in the Program Guide delivered to 100,000 homes through Gatehouse Media as a Principal Sponsor
- Logo inclusion on the Weekend Concert Programs
- 10 Invitations to the VIP event Friday night
- 10 VIP access to the Parade Hospitality Pavilion and Grandstand Seating

## CHILDREN'S PAVILION

**$10,000**

- Custom parade banner with logo
- Custom tent banner on the entrance with logo
- 10x10 space in the tent
- Logo and/or name listing in all marketing
- Logo on the Children's Pavilion page on the website
- Logo on the sponsor pages as a Principal Sponsor
- Logo in the Program Guide delivered to 100,000 homes through Gatehouse Media as a Principal Sponsor
- Logo inclusion on the Weekend Concert Programs
- 10 Invitations to the VIP event Friday night
- 10 VIP access to the Parade Hospitality Pavilion and Grandstand Seating

Tracy Sheehan Photography

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# SPONSOR LEVELS

## WAMPANOAG EDUCATIONAL PAVILION $5,000

- Underwriting credit on all marketing material
- Banner at the Wampanoag Pavilion
- Logo inclusion on Wampanoag Pavilion webpage
- VIP access for 5 people in the Parade Hospitality Pavilion and Grandstand Seating

## VIP RECEPTION $5,000

- Underwriting credit on all marketing material
- Premier signage with logo at event
- Emcee recognition at reception
- VIP access for 5 people in the Parade Hospitality Pavilion and Grandstand Seating

## FOOD TRUCK ALLEY $5,000

- Underwriting credit on all marketing material
- Banner at the Food Truck Ally
- Logo inclusion on Food Truck webpage
- VIP access for 5 people in the Parade Hospitality Pavilion Grandstand Seating

## PORTAL TO THE PAST $5,000

*Living History Village*

- Underwriting credit on all marketing material
- Banner at the Portal Entrance
- Logo inclusion on Portal to the Past webpage
- Street Banner along parade route
- VIP access for 5 people in the Parade Hospitality Pavilion and Grandstand Seating

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1812 - 2012
200TH ANNIVERSARY

U.S. COAST GUARD
NORTHEAST

FIRST AID
KETTLE CORN
A MONUMENT TO THE IMPOSSIBLE

FIRST AID
KETTLE CORN
HEDGE HOUSE
1809
FEDERAL STYLE ARCHITECTURE
PLYMOUTH ANTIQUARIAN SOCIETY
1919 - 2015

Honoring Our Women In The Military Through The Years

HONORING THE UNITED
NAVY SUBMARINE SERVICE

SAUSAGE
FRENCH FRIES
1620
Voyage To America

SAUSAGE
FRENCH FRIES

America is still Land of the Plenty

WILD TURKEY