



Dear Valued Community Member,

Hearts for Healthcare is pleased to announce the return of **Sparkle in the Park!!**

Our first 2 events were a resounding success with over 1,800 vehicles in 2022 and 3,200 vehicles in 2023 taking in festive light displays in support of mental health. The number of Display Sponsor Vendors increased from 8 to 55!!

Sparkle in the Park is held at the Cold Lake M.D. Campground where families load up their vehicles to enjoy a drive filled with beautiful light displays and tons of holiday cheer. Families enter a Christmas wonderland, with each stall/site being uniquely decorated by a local business, organization or family. The goal is to spread holiday cheer throughout our community.

This year Sparkle in the Park will take place from **Dec 1st – Dec 7th, 2023.**

Missed the event last year? Don't worry! Here are the details!



Dates: *Set up-* Nov 29 - Dec 1

Open to public- Dec 1-7 from 5pm-9pm

Take down- Dec 8-9

Location: Cold Lake M.D. Campground

Cost to participating business/organization/family/etc.: \$0-unlimited!

Christmas budgets tight from Christmas parties? Don't fret! Get creative! Use lights from home, borrow from staff, buy second hand, make your own displays!

Decorating a float for the Christmas Parade? Get some extra mileage from all your hard work and park it at Sparkle!

What's in it for you? Festive fun, great exposure and an affordable marketing opportunity knowing you're helping support health services like mental health in Cold Lake! Also, potential bragging rights as community members will vote for their favourite display!

Our goal for this event is to create a fun and exciting opportunity for the community to come together, fund our main initiatives, spread some joy and holiday spirit, while giving back to our amazing community.

Thank you in advance for your continued support in enhancing our community's healthcare and spreading kindness this holiday season.

Sincerely,

The Hearts for Healthcare Sparkle in the Park Committee

DISPLAY PARTICIPANT (Create your own display)

- ❖ You will be assigned 1 stall/site within the Cold Lake M.D. Campground with the creative freedom to make it unique while also promoting your organization (additional stalls can be assigned if requested).
- ❖ Power will be supplied by the M.D. of Bonnyville.
- ❖ All decorations, lights and extension cords are at your own expense.
- ❖ There is no fee for a stall.
- ❖ Main roads and all stalls will be plowed prior to set up.
- ❖ Booths do not need to be manned during the event. If you would like to volunteer to help with the event, we would be deeply appreciative.
- ❖ Security will be present overnight and, in the mornings, to ensure your displays are safe.
- ❖ Your company will receive social media shout outs leading up to the event.
- ❖ You will also be highlighted on our H4H website blog and our event page during the event.

SUPPORT FORM

Please complete the Support Form in full and return no later than **Nov 22nd, 2024** or submit online at <https://forms.gle/6RBydXEvUwtFsNUz9>

Also include a PDF and PNG (or JPG) of your logo if applicable

COMPANY NAME (WRITTEN AS YOU WANT TO SEE ON PROMOTIONAL MATERIAL):	CONTACT NAME:	CONTACT NUMBER:
EMAIL ADDRESS:	MAILING ADDRESS:	NUMBER OF SITES NEEDED:

ADDITIONAL INFO:

Thank you for helping make this year's event a huge success. We appreciate your support.

Return form via email or text to:

H4HSparkle@gmail.com

780-812-1312

