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SPONSORSHIP LETTER 2019 COLUMBUS DAY PARADE

"In 1492, Columbus sailed the ocean blue. On October 12th they sighted land and set their feet upon new sand"

Christopher Columbus's legacy inspires the spirit of exploration, new discoveries and new beginnings. His journey changed the trajectory of our world and fundamentally altered the course of human history. His voyage radiated a trail for generations of other explorers that followed him westward to charter new waters with the same tenacity and desire to explore, discover and find the promise of the New World.

Through Columbus, the strong bonds between Italy and the United States are forever deep rooted. Connected in common goals and unified in pride, Italian Americans continue to enrich our nation in traditions and culture. As we observe Columbus Day, we celebrate and honor all ethnicities that have contributed to shaping this great nation. Together, we are resilient, standing side by side in cooperation and mutual respect to build a brighter future for the generations that follow.

October 14, 2019 marks the 67th Anniversary of the Columbus Day Parade in downtown Chicago. This event is sponsored by the Joint Civic Committee of Italian Americans and is the largest televised parade and civic celebration sponsored by the Italian American community. **The theme chosen for the 2019 Parade is "Celebrating Food & Culture". Food is such an important part of cultural heritage and national identity. It can connect us to people and places, bringing friends and families together. The ingredients, methods of preparation, preservation techniques, and types of food eaten at different meals will always tie into culture.**

It is truly an honor and a privilege to be this year's chairman to lead this historic parade and stand alongside the illustrious former chairmen that have served this respected role. With this great honor, also comes the commitment to raise funds to ensure not only the parade's success, but also to support the many programs offered by the JCCIA such as student scholarships, cultural and civic events, human relation programs and much more.

Your generous support to help sponsor this civic event is greatly appreciated and shall be recognized by the Italian American community. Available sponsorship options are corporate sponsorships, parade floats, ad book, televised vignettes with ABC just to name a few. Kindly complete the enclosed sponsorship forms and return it together with your contribution to the JCCIA office, 3800 W. Division Street, Stone Park, Illinois 60165.

I thank you in advance for making a difference.

Lino Greco
2019 Chairman

This 2019 Columbus Day Parade is dedicated to Dominic DiFrisco. Born to Sicilian immigrants in 1933 in the Bronx, DiFrisco made Chicago his second home, where he was the voice of the Columbus Day Parade broadcast for more than 45 years.