

Outreach to Participants, Volunteers and Sponsors

- Messages to participants and sponsors should come directly from Communications.
 - We can use Constant Contact and track data on messages, received, opened, click rate, etc.
 - We can even create an online form that could be sent out for registering for the parade, uploading documents, etc.
- We can post and distribute these materials months in advance.
- We can establish a firm timeline for submitting sponsorships and registrations and ensure that timeline is followed.
 - This will allow us to produce reliable collateral that isn't continually redrafted due to late additions or unexpected changes.
 - With the longer runway we will have messaging campaigns with all sponsors named throughout the entire promotional period.
 - This will also ensure equal exposure and equal treatment for all sponsors according to level.
- In-kind donations should be valued at 50% and assigned sponsorship levels accordingly. This is the protocol at the Alachua Conservation Trust.
- There should be more calls for volunteers driven by the Communications department; we can use Inside GNV, the Community Builder Hub, even social media.

Parade Logistics (particularly regarding livestream or broadcast)

- Broadcast needs more lead time to scout useful camera locations.
- The parade pace was fast and there needs to be more space between units for the announcer to match with the unit as it moves past the camera position.
- We need to place a branded backdrop behind the announcer for his camera shot.
- We should pursue a broadcast partner for next year and WUFT-TV does a better job with parades than TV20. Due to their work with the Homecoming Parade, they have the proper equipment for moving shots, overhead shots, etc.
- To help the announcer, we should instruct units to have their name on a sign or banner on each side of their vehicle (and definitely not on the back).
- The ZION motorcycle group was too loud; Communications feels they should not be asked back.

Parade Branding and Collateral

- The parade name was a little unwieldy for the announcer and he kept shortening it by taking out the "A" part—so the suggestion is to formally change it to The 2024 Very GNV Holiday Parade.

- We could also then have The 2024 Very GNV Holiday Fest, The Very GNV Holiday Tree Lighting, and expand the brand to all our holiday events.
- Rebrand the whole day as “The Very GNV Winterfest (or Holidayfest)” and let it be a downtown festival.
- The preparation of the goodie bags was time intensive; we could just order branded teddy bears or similar stuffed toys and give them out without the process of having to pack the mini-bags.
- We should collaborate with PRCA on what gifts to give out, as they also have giveaways for their holiday events later the same day.
- We can create our own Very GNV Holiday Parade branded giftwrap (with sponsorship levels included in the design) to wrap the globes.
- Tom at RTS can create signs for dignitary vehicles that cling to the cars without potential to scratch, so we should go that route next year.