

2011 Annual Annie Malone

May Day Celebration

Registration & Sponsorship Information

Theme: "...more than a parade, we Give Hope to Children and Families."

Colors: Green, White and a touch of Gold



Celebrating 123 years of service

Annie Malone Children & Family Service Center
2612 Annie Malone Drive
St. Louis, MO 63113



Greetings...Friends, Neighbors and Community Partners:

We invite you to participate in our Annual May Day Celebration. The purpose of this event is two-fold, one to celebrate years of providing social and educational services to children and families and second, to raise funds so children and families have a safe place when in crisis. It's a tradition that has improved the quality of life for many in our community. With your support the tradition and legacy will live on.

Please find enclosed the parade and/or booth rental application for Annie Malone Children & Family Service Center's 2011 Annual May Day Celebration. Pricing for Soiree tickets remain the same - \$75.00 per guest. Prices for parade participation have been adjusted and include the following:

Diesel\Dump Trucks	\$ 300.00
Decorated Automobiles\Float:	\$ 250.00
Motorcycle	\$ 85.00
Horses	\$ 60.00
Multi-Cultural Groups	\$ 60.00
Info Booth Rental – Sunday	\$ 150.00
Food Booth Rental – Sunday	\$ 200.00

If you require additional information, please feel free to call our agency, Monday through Friday, from 9:00 a.m. to 5:00 p.m. Our telephone numbers is 314- 531-0120 or our fax number is 314-531-0125. You may also visit us online at our website: www.anniemalone.com, or email us at amcfsc@anniemalone.com.

Again, we thank you for your continuous support in our May Day Events and throughout the year. We look forward to your participation.

We look forward to your participation.

Sincerely,

Delsie Boyd

Delsie Boyd, President of the Board
2011 May Day Chair



2011 May Day Events

Friday, April 29, 2011

10:00 a.m. – 4:00 p.m.

Community BBQ Kickoff

Kiener Plaza – Downtown St. Louis

Sunday, May 1, 2011

2:00 p.m.

The May Day Parade Play

Missouri History Museum

Friday, May 13, 2011

6:00 p.m. - Black Tie Soirée

Location: T.B.A.

“Honoring Children Advocates”

Saturday, May 13, 2011

6:00 p.m. - Gospel Explosion

Antioch Baptist Church

Sunday, May 15, 2011

1:00 p.m. - May Day Parade

20th & Market

McDonald's May Day Blues Fest

4:00 p.m. – 6:00 p.m.

Kiener Plaza

May Day Theme

The 2011 theme: “...*more than a parade, we Give Hope to Children and Families.*” shares the story behind the Agency’s long standing commitment to the St. Louis community. The color scheme for this year is **Green, White and a touch of Gold.** We strongly encourage all entries in our parade to use these colors when expressing their interpretation of our theme.



Annual May Day Events

Annual May Day activities begin with a Community Barbeque Kickoff, Friday, April 29th in Kiener Plaza downtown. It will continue Friday, May 13th with a Black Tie Soiree and include a Gospel Explosion on Saturday, May 14th at Antioch Baptist Church. The weekend celebrations will culminate Sunday, May 15th with our annual community parade and the Sixth Annual May Day Blues Fest sponsored by McDonalds Restaurants. This parade is the oldest and has become one of the largest African American celebrations of family and children in the nation. With nearly 200 entries and 50,000 spectators in attendance, the 2011 Parade will return to the downtown St. Louis area and utilize Market Street from 20th Street to Broadway.

Cause-Marketing and Advertising Opportunities

May Day activities provide an excellent opportunity for St. Louis area businesses to become an active part of supporting programs and services that help children and families. Event and Cause Marketing is essential in branding your organization and increasing your community outreach efforts. Companies that support and partner with non-profit organizations have a great opportunity to build their business by positioning themselves as leaders in social change.

Your advertised participation in the parade would reach more than 50,000 spectators participating in our parade event! Our event gets great media support and coverage. The combined viewer, listener and readership through our media partners have been well over 9 million!

We invite you to consider becoming a sponsor for our 2011 May Day event(s). We will celebrate 123 years of service and want to make this the most spectacular celebration of children and family the St. Louis community has ever seen.

Plan now to be a part of this city-wide celebration as we continue to ***give Hope to Children and Families in our Community!***

ANNIE MALONE CHILDREN & FAMILY SERVICE CENTER

★ **SAVE THE DATES** ★

2011 MAY DAY EVENTS ANNUAL WEEKEND CELEBRATION

"...more than a parade, we Give Hope to Children & Families."

KICKOFF

Friday, April 29

Bar-B-Que Benefit Fundraiser
10:00 a.m. - 4:00 p.m.
Kiener Plaza - Downtown

Sunday, May 1

St. Louis Tradition on Stage
The May Day Parade Play
1 Man, 3 Acts
2:00 p.m.
Missouri History Museum

WAYS TO PARTICIPATE:

Sponsorships | Event Tickets | Parade Entry
Booth Registration | General Donations
Auction Item Contributions | Volunteer

Checks & Money Orders, Payable to: Annie Malone

Friday, May 13

Black Tie Soirée
\$75.00 per person
Location: TBA

Saturday, May 14

Gospel Concert Explosion
Antioch Baptist Church | 6:00 p.m.

SUNDAY, MAY 15

DOWNTOWN ST. LOUIS

Annie Malone May Day Parade

20th along Market Street | 1:00 p.m.

McDonalds May Day Blues Fest

4:00 p.m. - 6:00 p.m.

Kiener Plaza | *between 7th & Broadway*

May Day Theme Colors: Green, White, and a touch of Gold

2612 Annie Malone Dr. St. Louis, MO 63113 | 314-531-0120 | www.anniemalone.com





We're Firing Up the Grill For Annie Malone

Children & Family Service Center

Annual Benefit Bar-B-Que

"...more than a parade, we Give Hope to Children and Families."

Proceeds benefit the programs and services of the
Annie Malone Children & Family Service Center

CASH OR CREDIT CARD! *No American Express

You may phone in or fax us your orders before
Thursday, April 21, 2011 at 10:00 a.m.

**ALL ORDERS MUST BE PICKED UP
BY 3:00 P.M. AT KIENER PLAZA**

To order, call (314) 531-0120 or fax us at (314) 531-0125

DOWNTOWN SAINT LOUIS

Kiener Plaza - 7th & Market Street

Friday, April 29rd, 10:00 a.m. - 4:00 p.m.

Name _____ Company _____

Address _____

Phone _____ Pick-Up _____ Time _____

Your contribution will help Annie Malone
continue to strengthen and stabilize
homeless children and
at-risk families in crisis.

SANDWICHES (Includes: Potato Salad)

- _____ Ribs \$8.00
- _____ Ribs Tips \$7.00
- _____ Chicken Wings \$6.00
- _____ Polish Sausage \$4.00
- _____ Whole Rib \$20.00

BEVERAGES _____ \$1.00 each

DONATION _____ **TOTAL ORDER**
\$ _____ \$ _____

THANK YOU FOR YOUR SUPPORT!



Annie Malone Children & Family Service Center
Annual Gospel Explosion Entry Form

REGISTRATION BEING MADE FOR: (Check Appropriate Box)

Solo Group Choir Band Dance

NAME OF INDIVIDUAL/
GROUP PERFORMING: _____

REPRESENTATIVE: _____

CONTACT NUMBER: _____

MAILING ADDRESS: _____

EMAIL ADDRESS: _____

Please mail form to:

**Annie Malone Children & Family Service Center
2612 Annie Malone Dr., St. Louis, MO 63112**

Email Us: amcfsc@anniemalone.com

All entries must be submitted by April 22, 2011

FOR QUESTIONS, PLEASE CALL CHARON RICHARDSON AT 314.361.2222



2011 PARADE APPLICATION

Annie Malone Children & Family Service Center's 123rd Annual May Day Celebration

Parade - Sunday, May 15, 2011 - 1:00 p.m.

Theme: "... we are more than a parade, we Give Hope to Children and Families."

Colors: Green, White and a touch of Gold

For information contact: Annie Malone Children & Family Service Center,
2612 Annie Malone Drive, St. Louis, MO 63113, 314-531-0120, fax: 314-531-0125.

All automobiles and floats must be decorated consistent with the theme to be eligible to be judged for prizes.

PLEASE PRINT

Organization: _____

Contact Person: _____ Email: _____

YOU MUST PROVIDE A COMPLETE MAILING ADDRESS TO RECEIVE YOUR FINAL PARADE ORDERS

Address: _____ Zip: _____

Telephone: _____ Alternative Telephone: _____

Number of each you are entering:

- Autos
- Marching Units
- Floats
- Horses
- Motorcycles
- Multi-cultural groups

Parade Route starts at 20th & Market, and proceeds east on Market to Broadway.

PARADE ENTRY FEES	
Dump Trucks, Diesel Trucks	\$300.00
Decorated Automobiles, Floats	\$250.00
Motorcycle	\$ 85.00
Horse (each)	\$ 60.00
Marching Units (School Bands)	No Charge
Multi-Cultural Performing Groups	\$60.00

**** ENTRIES WITH 4 OR MORE VEHICLES CAN CONTACT US TO NEGOTIATE DISCOUNTED PRICING ****

**** NO REFUNDS PERMITTED AFTER PARADE LINE-UP HAS BEEN ASSIGNED. ****

CLASSIFICATION: (Please check all that apply.)

- Marching Band
- Majorette Corps
- Adult
- Juvenile
- Marching Club
- Color Guard Team
- Sen'
- Drum & Bugle Corps
- Multi-Cultural Performing Groups
- Junior

Register Early! Registration ends Monday, May 9, 2011 at 5:00 p.m. The parade order is established on a *first come* basis.



Full payment **MUST** accompany all applications. **DO NOT MAIL CASH!** No checks accepted after May 9, 2011.

" Right around the corner, just up the street.... making family connections, with everyone we meet. "

WWW.ANNIEMALONE.COM

ANNIE MALONE CHILDREN & FAMILY SERVICE CENTER
PARADE RULES & REGULATIONS

This Annie Malone Children and Family Service Center Parade is for the entire community of St. Louis and we ask that you adhere to the following:

In order that we continue to improve upon the previous May Day parades, and reveal a more **professional and appropriate family oriented** event, we have identified additional rules that will be enforced. You **must** follow these rules or your group will be removed from the parade.

- Parade Decals (Permits) must be displayed on each individual car; if you have not received a decal for your automobile or marching unit, please contact us immediately.
- The following will not be permitted, and Parade Marshals will remove participants who are in violation:
 - No Skates, Skating, Skate Boards
 - No Big Wheels, Scooters, Motor Scooters, Bikes, Mopeds,
 - Baby Strollers, and Go-Karts
 - No Golf Carts (only Parade Marshals are allowed to utilize Golf Carts)
 - No Glass Bottles
- At times, if participant(s) have several cars in a group that are registered; Parade Marshals may instruct you to form two lanes parallel to each other. This request should be followed.
- Your music must be placed at a volume where you are not disrupting the performance or chanting of the group in front or behind you. Also it cannot interfere with emergency vehicles or personnel. (**NO LOUD MUSIC PERMITTED**).
- No provocative or sexual inclination dancing. (**This is a family oriented event.**)
- Appropriate clothing must be worn. (**This is a family oriented event.**)
- If you have items to distribute, you must walk into the crowd, or along the sidewalk. Please do not throw items at children and/or spectators. Safety at all times!!!!

We would like to continue to thank you
for your support and ask that we have another
successful & safe May Day Parade!!

**PLEASE ASSIST US WITH TRASH PICK-UP
DURING AND FOLLOWING THIS EVENT**

2011 BOOTH SPACE RENTAL APPLICATION

Annie Malone Children & Family Service Center

123rd Annual May Day Celebration

Parade - Sunday, May 15, 2011 - 1:00 p.m.

Theme: "... we are more than a parade, we Give Hope to Children and Families."

Colors: Green, White and a touch of Gold

Be Sure to
Purchase Your
May Day

I, the undersigned, accept responsibility for this organization abiding by the regulations established by the Annie Malone Children and Family Service Center for Booth Space Rental.

PLEASE PRINT

Organization: _____ Authorized Official: _____

Address: _____ Zip: _____

Telephone: _____ Alternative Telephone: _____

Name and address of person to whom permit should be mailed: _____

Email: _____

Items to be sold: _____

Number of people in booth: _____

Booth space is 10 ft. X 10 ft. You are responsible for providing tables, chairs, draping, etc. No booth supplies are provided. Space will be assigned by staff of Annie Malone Children and Family Service Center.

Please reserve the following booth space:

- | | | |
|---|--|----------------|
| <input type="checkbox"/> Sunday, May 15 ONLY. | Information\Non-food booth | Cost \$ 150.00 |
| <input type="checkbox"/> Sunday, May 15 ONLY. | Food booth (Must secure all required permits) | Cost \$ 200.00 |

Parade Route starts at 20th & Market, and proceeds east on Market to Broadway.



*****You must obtain a parade booth permit from Annie Malone in order to setup along the parade route*****

All businesses serving food will need to apply for a FOOD PERMIT:

Food permits must be purchased from the Health Department, 634 N. Grand, 314-612-5300, Room 600, cost \$35.00.

Annie Malone Children & Family Service Center will not be legally responsible for injuries or illness caused by the use or consumption of your product.

NO REFUNDS PERMITTED AFTER APPLICATION AND FEES ARE RECEIVED BY AMCFSC.

Signature: _____ Date: _____

Booth Application Deadline: *May 9, 2011; 5:00 p.m*
Full payment **MUST** accompany application.
No checks accepted after May 9, 2011

Deliver or Mail Application to:
Annie Malone Children & Family Service Center
Attention: May Day Parade Committee
2612 Annie Malone Drive
St. Louis, MO 63113 Phone: 314-531-0120

WEBSITE: WWW.ANNIEMALONE.COM

EMAIL: AMCFSC@ANNIEMALONE.COM

Annie Malone Children & Family Service Center
2011 May Day Parade – Sunday, May 15, 2011
Booth Vendor Registration Process

In order to complete the booth registration process to participate as a vendor for Annie Malone's May Day Parade, you will have to complete the following:

- Complete a Annie Malone's **booth application** and submit it with a payment of: **\$150.00 - Info Booths, and \$200.00 – Food Booths** to Annie Malone. Annie Malone will issue you a receipt of payment, and a copy of your application. Take these items with you as you obtain the additional permits (listed below) required for setup.
- If you do not have a **MO Sales Tax ID number (Cost \$25.00)**, you will need to obtain one from:
 - The MO Tax Assistance Center - 3256 Laclede Station Rd., Ste 101, St. Louis, MO 63143-3753, Phone: (314) 877-0177
- If you are applying for a **food permit**, you will then need to obtain a **waiver** from City Hall, License Collectors Office prior to obtaining your food permit with the Dept. of Health – They will need your sales tax id# and your driver's license to complete this process.
 - The License Collectors Office – 1200 Market Street, City Hall, Room 102-105, St. Louis, MO 63103, 314-622-4528
- Upon completion of obtaining a **waiver**, you will receive documentation from The License Collector's office to take to the Dept of Health – Food & Beverage Control to obtain a **food permit**. The cost is **\$50.00**
 - Food & Beverage Control, City of St. Louis Department of Health - 1520 Market, Suite 4051, St. Louis, MO 63103, (314) 657-1539

Upon completion of these steps, you will be registered as a vendor for the event and will be issued a packet with a vendors permit to display upon request. It will include all setup information, rules and expectations, and your booth #.

All registered info and food booths will be located between 14th and Tucker in Kaufmann and Poelker Park across from City Hall in Downtown St. Louis.

* -Booth Assignments #s are issued based upon registration completion date with Annie Malone.

2011 *MayDay* Sponsorship & Volunteer Opportunities

There are several ways you can support Annie Malone's May Day Fundraising Efforts. For your convenience, we have listed our needs to make May Day successful. We welcome monetary gifts and in-kind donations. In advance, we thank you for your continued support.



May Day Parade

- Balloon Sponsor \$15,000**
Five (5) Tickets to Black Tie Soirée
Balloon Signage
2 Vehicles in Parade | Tax Credits*
- Cart Sponsor \$4,000**
Four (4) Tickets to Black Tie Soirée
Signage on Carts
1 Vehicle in Parade
- Bike Rack Sponsor \$3,000**
Two (3) Tickets to Black Tie Soirée
1 Vehicle in Parade
Signage at Bike Rack Section
- Porta-Potty Sponsor \$3,000**
Two (3) Tickets to Black Tie Soirée
1 Vehicle in Parade
Signage on Porta-Potties

MAY DAY CONTRIBUTORS

- Loyal Supporter \$1,000**
Two (2) Tickets to Black Tie Soirée
1 Vehicle in Parade
- Patron \$500**
One (1) Tickets to Black Tie Soirée
1 Vehicle in Parade



Black Tie Soirée

- Souvenir Sponsor \$5,000**
Four (4) Tickets to Black Tie Soirée
Logo on Prominent Souvenir Items
2 Vehicles in Parade
- Award Sponsor \$2,500**
Two (2) Tickets to Black Tie Soirée
1 Vehicle in Parade
- Entertainment Sponsor \$2,500**
Two (2) Tickets to Black Tie Soirée
1 Vehicle in Parade
- Printing Sponsor \$2,500**
Two (2) Tickets to Black Tie Soirée
1 Vehicle in Parade
- Advertising Sponsor \$2,500**
Two (2) Tickets to Black Tie Soirée
1 Vehicle in Parade
- Audio/Visual Sponsor \$2,500**
Two (2) Tickets to Black Tie Soirée
1 Vehicle in Parade
- Photography Sponsor \$2,500**
Two (2) Tickets to Black Tie Soirée
1 Vehicle in Parade
- Decoration Sponsor \$2,500**
Two (2) Tickets to Black Tie Soirée
1 Vehicle in Parade
- Volunteer Sponsor \$2,500**
Two (2) Tickets to Black Tie Soirée
1 Vehicle in Parade

SPONSOR/GROUP VOLUNTEER INTEREST:

We would like to Contribute as a Sponsor towards the following: _____ **at \$** _____.

_ / We have _____ volunteer(s) total that will participate during May Day Activities. Please sign my group up for the following events:

- BBQ: 5:00 a.m. - 9:00 a.m. 9:00 a.m. - 1:00 p.m. 1:00 p.m. - 5:00 p.m. 5:00 - 8:00 p.m.
- Day before Parade During Parade After Parade
- During BluesFest After BluesFest Other

Name of Sponsor and/or Volunteer Organization

Signature of Authorized Sponsor and/or Volunteer Organization Contact

Date

