53 – Best Event within an Existing Festival
Budget Under $100,000

The Distinguished Clown Corps® presented by UHY LLP presented by UHY LLP within America's Thanksgiving Parade® presented by Art Van

Introduction of Main Event
America's Thanksgiving Parade® presented by Art Van

Since 1924, America's Thanksgiving Parade® presented by Art Van has dazzled the residents of the Detroit region and across the country. As a unique and eagerly anticipated holiday tradition, it unites families throughout our community and the nation in a celebration of family spirit and storybook wonder. With soaring balloons, enchanting floats, boisterous bands and playful clowns, The Parade personifies the joy and magic of the holiday season.

The Michigan Thanksgiving Parade Foundation was founded in 1982 for the purpose of staging and perpetuating America's Thanksgiving Parade® presented by Art Van. It is governed by a Board of Directors consisting of key civic and corporate leaders representing the primary industrial, retail, automotive and institutional organizations that define the greater Detroit community. Their active involvement ensures that The Parade remains a vital part of metro Detroit's cultural community.

America's Thanksgiving Parade® presented by Art Van has become one of the most visible symbols of the best our City has to offer, providing families heartwarming moments of holiday spirit and family fun. One of the greatest and most unique aspects of The Parade is that the event supersedes all gender, ethnic and racial distinctions. The Parade invites all people, throughout the U.S., to enjoy the fantasy and spectacle of The Parade. For one magical morning, our community unites together to celebrate the joy of the holiday season.

Although there are many Parades and holiday celebrations across the country, America's Thanksgiving Parade® presented by Art Van has the unique ability to unite our community across all boundaries, regardless of gender, ethnicity, race or socio-economic level for a morning of holiday magic and memorable fun.

The media reach of The Parade is significant. It is estimated that America's Thanksgiving Parade® presented by Art Van received an unprecedented $10.6 million in publicity and promotional value with nearly 180 million impressions overall in 2016. The Parade received incredible exposure throughout the WDIV-TV broadcast receiving a household rating of 21.7 and share of 35. The Parade is also nationally syndicated. The national syndication broadcast continued to grow and gain momentum in 2016. Approximately 174 major cities across the country could view this year's Parade, which means that it had the potential to reach more than 84+ million households representing 66% of households in the United States. The Parade is also available worldwide by the live stream provided by WDIV-TV, Local 4 and www.clickondetroit.com.

The Parade Company is also home to thousands of metro Detroit volunteers! Without our dedicated corps of volunteers, we would not be able to produce the caliber of event that we do for our community's enjoyment and cultural enrichment. Nearly 5,000 people join on Thanksgiving morning to help put together a morning of magic. During the year, our volunteers donate approximately 35,000 hours of service time to The Parade Company. The Parade Company also provide volunteer management services for many organizations throughout the City, including the Detroit Belle Isle Grand Prix and Detroit River Days!

Description and purpose of Distinguished Clown Corps® presented by UHY LLP within America's Thanksgiving Parade® presented by Art Van

The Distinguished Clown Corps® presented by UHY LLP was founded in 1983 by community and business leaders to increase executive involvement in The Parade Company and America's Thanksgiving Parade® presented by Art Van. The Corps is managed by a full-time Parade Company staff member and governed by a committee comprised of long standing and recently joined Distinguished Clowns. Each year the committee elects a Distinguished Grand Jester to lead the Corps. The Grand Jester and committee host the annual Distinguished Grand Jester's Reception every fall to network and recruit with current and potential new members.

The Distinguished Clown Corps® presented by UHY LLP raises funds to support The Parade Company in producing America's Thanksgiving Parade® presented by Art Van. Without the support of The Clown Corps, The Parade Company would not be able to produce this free, family event for our community's enjoyment and cultural enrichment.

Aside from the financial contributions to The Parade Company, The Clown Corps aims to enrich The Parade experience for members, families and guests. From recruitment to post event touches, we ensure each Distinguished Clown makes wonderful, long lasting memories of The Parade.

Distinguished Clown Corps® presented by UHY LLP target audience and participation numbers

The Distinguished Clown Corps® presented by UHY LLP is comprised of community and business leaders in metro Detroit. Recruitment is directed to executives within our region as a key component to developing partnerships between thriving companies and The Parade. The impressive list of members includes Presidents and CEOs of the largest companies in the Midwest, retired professional sports figures, local celebrities and three generations of families, who join each Thanksgiving to bring sparkles and magic to Woodward Avenue.

In 2016, we enrolled 202 Distinguished Clowns (including 35 new Clowns); which surpassed our budget goal of 164 members. Over the last five years we have increased our class size by 26%, keeping a high return rate and providing a memorable experience for our members and their families.

Overall Revenue and Expenses

Distinguished Clowns pay an annual membership of $1,000 each year, which includes a new, custom made clown costume every five years. In addition to designing their suit with our Director of Costuming, they also receive tickets to two kick off events prior to the Parade and tickets to their exclusive breakfast and grandstand locations on Parade morning. Additional tickets are available for purchase for family and friends who wish to join in the festivities; including a special membership program for children 5-17 years old, where they accompany a celebrity guest down the route via float!

$500 of each Distinguished Clown Corps Membership may be deducted as a contribution to the Michigan Thanksgiving Parade Foundation, a nonprofit 501(c)3 corporation.

Our total revenue for 2016 was $232,565; which includes allotment for sponsors, memberships, ticket sales, donations and merchandise. Expenses were approximately $76,305 for the year; which includes a private breakfast for 600 for our members and their families, as well as an exclusive grandstand location, costume materials, beads, exclusive branded merchandise, printing and postage. We finished the year $32,461 better than our target net because of the increased membership numbers and effective savings in our budget.

Distinguished Clown Corps® presented by UHY LLP tie-in to America's Thanksgiving Parade® presented by Art Van

You only have to look at the faces of the children to know when the Distinguished Clowns are coming down Woodward Avenue! They truly are a Parade favorite and shining jewel throughout the fall season. Their colorful costumes and perfectly painted faces bringing smiles and memories to millions is the true message of giving back to the community.

The Distinguished Clown Corps® presented by UHY LLP is featured in the national broadcast of America's Thanksgiving Parade® presented by Art Van. They accompany a colorful float overflowing with beads, a tradition every Parade goer looks forward to, and with 202 members marching strong, you can't miss them!

In addition to their Parade appearance, many of our members attend multiple Parade Company events leading up to America's Thanksgiving Parade® presented by Art Van. These events are instrumental in building excitement and continuing the tradition of The Parade. Members of the Distinguished Clown Corps® presented by UHY LLP have a strong presence at each event and are easily identified by colorful arm ruffles and branded rosettes they receive upon check-in.

Distinguished Grand Jester's Reception

The Distinguished Grand Jester's Reception is an annual networking event for the Distinguished Clown Corps® presented by UHY LLP. Attended by 200+ guests including current Distinguished Clowns, potential new members, Parade board members and sponsors. This event is instrumental in recruiting new Distinguished Clowns, as well as honoring our immediate past Grand Jester. The event is two hours, which includes a 20-minute program to thank our committee members, introduce our new Grand Jester, allow our sponsors the opportunity to address the crowd and kick-off the Parade season. Distinguished Clowns can sign up on-site, schedule their costume fitting and purchase items from our store, including the prior year's Parade photobook.

Parade Preview Party presented by Art Van

Members of the Distinguished Clown Corps® presented by UHY LLP attend the annual October kick-off event held at The Parade Company warehouse. This event is attended by 1800+ including sponsors, donors, Distinguished Clowns and members of the Big Head Corps. The Parade Preview Party gives guests the opportunity to preview new and redesigned floats, balloons and costumes that will be featured in The Parade. The Art Studio is also in full swing and guests have the opportunity to see up close the construction of new floats that will be featured in The Parade. This is a wonderful event that gives Distinguished Clowns the chance to bring their families and friends to share the magic of The Parade before the big day!

VIP Pancake Breakfast presented by Blue Cross Blue Shield of Michigan

This annual November kick-off event is held at The Parade Company and is attended by 800+ of metro Detroit's key business and civic leaders, including Michigan Governor Rick Snyder. Aside from Parade Day, this is the highest attended event by Corps members, as most Clowns are featured as VIP Pancake Flippers and many participate in on-air interviews with WJR AM 760 and WDIV-TV, Local 4.

(next page)

Aside from the great networking and recruitment opportunities for our Clowns, we are also able to address a number of housekeeping items one last time before Parade Day; ticket distribution, costume pick-up, last minute fittings and the opportunity to meet one on one for last minute updates.

Hob Nobble Gobble® presented by Ford Motor Company

Hob Nobble Gobble® presented by Ford Motor Company is the premiere black-tie fundraiser of The Parade Company. The event is held the Friday before Thanksgiving at Ford Field (home of the Detroit Lions) and is attended by 2,000+ guests including many Distinguished Clowns and their families. This event is not included in the Distinguished Clown Corps® presented by UHY LLP membership package; tickets range from $350 - $1,000 per guest. Distinguished Clowns are identified by arm ruffles and rosettes that are available at an exclusive check-in area at the event.

Delta Air Lines and Detroit Metro Airport Greeting

Each November, Delta Air Lines and Detroit Metropolitan Airport host members of the Distinguished Clown Corps® presented by UHY LLP on the busiest travel day of the year, to bring holiday cheer to travelers on the day before Thanksgiving. Distinguished Clowns pass beloved beads to passengers and their families, welcoming them to Detroit, and encouraging them to visit or watch the television broadcast the next day! This event has become a Clown favorite and each year we've seen a significant increase in participation. Our members love being a part of welcoming travelers and reuniting families while celebrating the tradition of Thanksgiving in Detroit.

Parade Day – Breakfast, Grandstand Section, Parade Participation

Each Distinguished Clown receives two tickets to an exclusive breakfast hosted at the Boll Family YMCA as well as two tickets to their designated grandstand location in TV Zone. The breakfast begins at 6:30 AM and is attended by 600+ guests, including each Distinguished Clown. The breakfast features a strolling buffet catered by one of Detroit's premiere restaurants, professional make-up artists for the Clowns, airbrush artists for the guests, professional photographers for Clowns and their families to capture their Thanksgiving memories and a small program to thank each Clown, sponsors and supporters as well as last minute instruction and updates!

At 9:00 AM, Distinguished Clowns are bussed to the historic Detroit Institute of Arts for their annual class photo, which each Clown receives after The Parade. From the DIA, the Clowns are escorted to their float to begin their Parade experience of handing out 300,000+ beads to Parade goers!

The Distinguished Clown Corps® presented by UHY LLP float is designed to carry and support the bead distribution team. This two-piece float features props that represent the Clown Corps including larger than life beads, bowties and clown shoes! With assistance of our volunteers (on the float) we're able to pass 300,000+ beads to the Clowns (on the street) with quickness and ease, and we received positive feedback from both groups.

Once the Distinguished Clowns leave the YMCA, guests can make their way to their grandstand seats for the beginning of the pre-show and Parade. The YMCA is open during The Parade; many guests return pending weather conditions and to watch The Parade on the large screen in the theatre. A continental breakfast is also available for guests and Clowns after they return from the route.

Duration and History of the Distinguished Clown Corps® presented by UHY LLP

The 2016 America's Thanksgiving Parade® presented by Art Van marked the 33rd Anniversary of the Distinguished Clown Corps® presented by UHY LLP. It all began with business leaders Tom Adams, then chief executive of Campbell-Ewald, and Walter McCarthy, then chief executive of Detroit Edison, who served as the spark in creating a way for leadership to become personally involved with The Parade Company. Over 2,000 clowns have touched the hearts of millions as they make their annual appearance – passing out the cherished beads and smiles that create magic and memories for so many.

The Distinguished Clown Corps® presented by UHY LLP is active throughout the year, holding committee meetings, speaking engagements and attending The Ford Fireworks Rooftop Party. During the fall, all members of the Corps are invited to events leading up to The Parade, including the Parade Preview Party, VIP Pancake Breakfast and our annual black-tie fundraiser, Hob Nobble Gobble®. The Clown Corps committee also hosts its annual Distinguished Grand Jester's Reception to kick-off Parade season with all current and potential new members.

Benefits of Sponsor, Charity and Volunteers

Sponsors

UHY LLP has proudly sponsored the Distinguished Clowns since 2014. Their benefits include recognition on all printed materials (invitations, registration packets, signage and itineraries), speaking opportunities at the Distinguished Grand Jester's Reception and the opportunity to address 600+ at the Clown Corps official breakfast on Parade morning. The Distinguished Clown Corps® presented by UHY LLP float that accompanies the Clowns includes signage and a banner featuring the UHY LLP logo. In addition to one million spectators in attendance, they are also featured in the national television broadcast both vocally and printed, carried in 174 major cities across the country with a potential reach of 84+ million households representing 66% of households in the United States. The www.theparade.org also features a direct link to the UHY LLP website.

In addition to the recognition, they also receive the opportunity of membership for five executives, including tickets to the exclusive breakfast and grandstand section on Parade morning, a custom designed clown suit and four Junior Jester memberships for children to appear with a scheduled celebrity on a designated float. Our UHY Distinguished Clowns have had such wonderful experiences that they were also joined by eight additional employees who purchased their memberships outside of the allotted sponsorship.

The Distinguished Clown Corps® presented by UHY LLP also offers smaller level sponsorships for companies and members. These opportunities include sponsorship of the 300,000+ beads that are handed to Parade goers, the photography station for each clown to capture Parade morning memories with friends and family, as well as the make-up station each clown visits Parade morning! The smaller opportunities are in high demand with our members and each year we strive to create new opportunities within our Clown events.

We have also been grateful for our in-kind sponsors, The Big Rock Chophouse and The Reserve, whom over the last 10 years have donated the venue, food and bar for the Distinguished Grand Jester's Reception. Their benefits include recognition at the Grand Jester's Reception, the opportunity to address guests at the Reception, recognition on five golf carts that assist the Corps on the Parade route, and two memberships. In addition, they can highlight their facility and catering to hundreds of metro Detroit community and business leaders that attend the Grand Jester's Reception.

Charity

The Distinguished Clown Corps® presented by UHY LLP raises funds to help The Parade Company produce America's Thanksgiving Parade® presented by Art Van. The Parade is a world class event that unites our region like no other. For one morning of holiday magic, people of all walks of life stand together to celebrate the best of what our community has to offer. Without the support of the Distinguished Clown Corps® presented by UHY LLP we would not be able to produce this free, family event for our community's enjoyment and cultural enrichment.

Volunteers

America's Thanksgiving Parade® presented by Art Van and the Distinguished Clown Corps® presented by UHY LLP rely heavy on the participation and leadership of volunteers. A dedicated team of volunteers assist in managing event day activities including registration, photography, timelines; as well as route scouts and bead distribution during The Parade. Members of the Clown Corps have grown to know and love our dedicated volunteers and are able to recognize them at events throughout the year. It is great to see two groups of people come together and give back to the community!

What makes the Distinguished Clown Corps® presented by UHY LLP unique and creative?

By far, the oldest and largest Distinguished Clown Corps® presented by UHY LLP in the country, the Detroit Corps is one of a kind. From our costume traditions to our inclusion of three generations of clowns marching together, it is clear we create very special memories for our members.

Each membership begins with a design meeting with our Director of Costuming to select their one of a kind fabric that will theme their appearance. Our dedicated costuming department works hard making sure no two clowns are alike; there are hours spent searching online fabric boutiques, sewing handmade accessories and even shipping in custom fabric from Italy! We do it all!

Not only is each costume unique, but there is a tradition of years that is very visible by just a blink of an eye. On members first through fourth year, they wear a one-piece costume with their choice of fabric on one side and white satin on the other. Each Parade morning, upon check in, they receive a colorful satin armband designating the year, which is worn on their upper arm with their previous year's armbands.

On year five, members graduate to a two-piece costume, with their choice of new fabric on one side and liquid silver on the other. They wear this costume until their tenth year, when they design a new two-piece with their choice of fabric on one side and liquid gold on the other. At year fifteen, they receive a red velvet cape with liquid gold lining.

On year twenty, another two-piece costume is designed with their choice fabric on one side and liquid black on the other. We have great appreciation for our members who have clowned for twenty-five years; it truly is a milestone in memories for our members and their families. In 2013, we introduced our first twenty-five-year costume and cape. Clowns work closely with our Director of Costuming to design a one of a kind costume, their choice of fabrics, no specific colors, as fun, bright and loud as they would like! The twenty-five-year cape features beautiful royal blue velvet and is lined in liquid silver. It's amazing to see what comes to life when our staff and members use their wildest imaginations!

Believe it or not, in 2016 we celebrated our first 30-year Distinguished Clown, Austin Kanter!! Austin was honored to be the Distinguished Grand Jester and marched alongside his 13 grandchildren, some of whom flew in from Arizona, New York and Chicago to be a part of this special milestone!! Austin did not wish to change his beautiful 25-year costume, so instead we created a one-of-a-kind gold, silver metallic jester hat for him to accompany him on his grand march.

The tradition of the Distinguished Clown Corps® presented by UHY LLP costumes are known throughout the community and even Parade goers take in the fun, figuring out how long a clown has been marching! Many members also theme their costumes around their favorite things, including sports, alma maters, company colors and even Jimmy Buffet! Once a costume is made for a Distinguished Clown, it is theirs to keep for years to come!

Our members are also visible at events throughout the year, wearing arm ruffles over their business suits to the VIP Pancake Breakfast or wearing colorful rosette's designating them a returning or new clown at our Distinguished Grand Jester's Reception. You can always spot a Distinguished Clown in the crowd!

Overall effectiveness and success of the Distinguished Clown Corps® presented by UHY LLP

Positive feedback has proven that the Distinguished Clown Corps® presented by UHY LLP continues to have an impact on The Parade and its participants. Over the last five years we have increased our class size by 26%, keeping a high return rate and providing a memorable experience for our members and their families.

Each year, during the nationally syndicated broadcast and Distinguished Clowns appearance, we receive dozens of emails inquiring about membership. The Distinguished Clown Corps® presented by UHY LLP has become a bucket-list item for many metro Detroiters who wish to celebrate special milestones, including birthdays, health remission, and anniversaries. Each member has a special reason for sharing their Thanksgiving morning giving back to the community!!

We also continued to increase our net revenue. In the last five years we've seen a 63% increase, proving the Distinguished Clown Corps® presented by UHY LLP is a beneficial program which helps sustain the longevity of America's Thanksgiving Parade® presented by Art Van.

Since the introduction of the Corps in 1983, other Distinguished Clown Corps® presented by UHY LLP have organized at events and festivals throughout the United States; The Parade Company team receives emails each year requesting information and assistance in helping other non-profits bring their Clown Corps to life! We are always happy to see community and business leaders giving back in their communities, wherever that may be.

Supporting Questions

The Distinguished Clown Corps® presented by UHY LLP is one of the strongest programs produced by The Parade Company. For 33 years, we strived to provide a magical experience for our members. Each year, we add elements that will continue to raise the bar and in 2016 we added and updated new components to the Clown Corps.

As the originator of the Distinguished Clown Corps® presented by UHY LLP 33 years ago, and the growing number of parades forming their own, The Parade Company began the process to ensure that the Distinguished Clown Corps® presented by UHY LLP become an official registered trademark. We have received approval from the U.S. Patent and Trademark Office as owners of the name.

In 2016, we aimed to improve components of our Parade Day breakfast. First, we increased the number of air brush and hand paint make-up artists to ensure each Distinguished Clown had ample time to enjoy breakfast, get their makeup completed and take portraits with their friends and family. Second, we added a Steamer Station to make sure every Distinguished Clown costume looked it's best before appearing in the 90th Parade!!

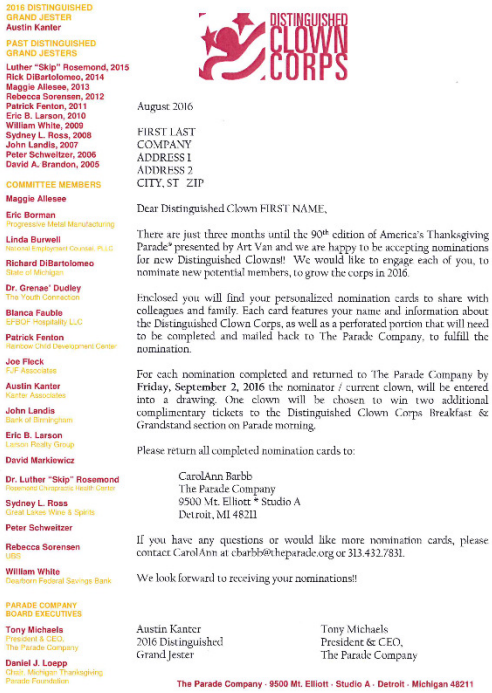
For a second time in the last decade, we were happy to be the stage for a very special marriage proposal by one of our Distinguished Clowns!! Jeff Julius, a second generation and three-year clown, asked us to help arrange his proposal on the Parade route, in front of family and friends as the group marched passed the television zone and Distinguished Clown Corps® presented by UHY LLP grandstand section. It was a very special moment for a family that has been sharing their Thanksgiving tradition with us for over 19 years!!

As a special touch for our first Distinguished Clown celebrating their 30-year milestone, we honored Austin Kanter as the Distinguished Grand Jester and featured him in a Ford Mustang that drove in front of the Clown Corps float. This was a very special moment for Austin and his family!!

We did experience an unforeseen challenge in 2016. With the promotion of 2017 remake of Stephen King's *IT*, we fielded many questions and concerns from our Distinguished Clowns, volunteers, sponsors and media partners. Many were afraid how the publicity would affect Parade goers and Distinguished Clowns safety during the Parade and community appearances. We addressed concerns with our members and increased our security team presence that accompanies the Corps the morning of The Parade, by doing so we created a safe, memorable experience for everyone attending and participating in 90th Parade.

Supporting Materials
Distinguished Clown Corps® presented by UHY LLP Printed Materials

1. Potential New Clown Recruitment Letter and Nomination Collection – Mailed in August to current Clowns, includes four nomination cards to pass out to potential new members and return prior to the mailing of the Distinguished Grand Jester's Reception invitation.



2016 DISTINGUISHED GRAND JESTER
Austin Kanter

PAST DISTINGUISHED GRAND JESTERS
Luther "Skip" Rosemond, 2015
Rick DiBartolomeo, 2014
Maggie Allesee, 2013
Rebecca Sorensen, 2012
Patrick Fenton, 2011
Eric B. Larson, 2010
William White, 2009
Sydney L. Ross, 2008
John Landis, 2007
Peter Schweitzer, 2006
David A. Brandon, 2005

COMMITTEE MEMBERS
Maggie Allesee
Eric Borman, Progressive Metal Manufacturing
Linda Burwell, National Employment Counsel, PLLC
Richard DiBartolomeo, State of Michigan
Dr. Grenae' Dudley, The Youth Connection
Blanca Fauble, EFBOF Hospitality LLC
Patrick Fenton, Rainbow Child Development Center
Joe Fleck, FJF Associates
Austin Kanter, Kanter Associates
John Landis, Bank of Birmingham
Eric B. Larson, Larson Realty Group
David Markiewicz
Dr. Luther "Skip" Rosemond, Rosemond Chiropractic Health Center
Sydney L. Ross, Great Lakes Wine & Spirits
Peter Schweitzer
Rebecca Sorensen, UBS
William White, Dearborn Federal Savings Bank

PARADE COMPANY BOARD EXECUTIVES
Tony Michaels, President & CEO, The Parade Company
Daniel J. Loepp, Chair, Michigan Thanksgiving Parade Foundation

DISTINGUISHED CLOWN CORPS

August 2016

FIRST LAST
COMPANY
ADDRESS 1
ADDRESS 2
CITY, ST ZIP

Dear Distinguished Clown FIRST NAME,

There are just three months until the 90th edition of America's Thanksgiving Parade® presented by Art Van and we are happy to be accepting nominations for new Distinguished Clowns!! We would like to engage each of you, to nominate new potential members, to grow the corps in 2016.

Enclosed you will find your personalized nomination cards to share with colleagues and family. Each card features your name and information about the Distinguished Clown Corps, as well as a perforated portion that will need to be completed and mailed back to The Parade Company, to fulfill the nomination.

For each nomination completed and returned to The Parade Company by **Friday, September 2, 2016** the nominator / current clown, will be entered into a drawing. One clown will be chosen to win two additional complimentary tickets to the Distinguished Clown Corps Breakfast & Grandstand section on Parade morning.

Please return all completed nomination cards to:

CarolAnn Barbb
The Parade Company
9500 Mt. Elliott * Studio A
Detroit, MI 48211

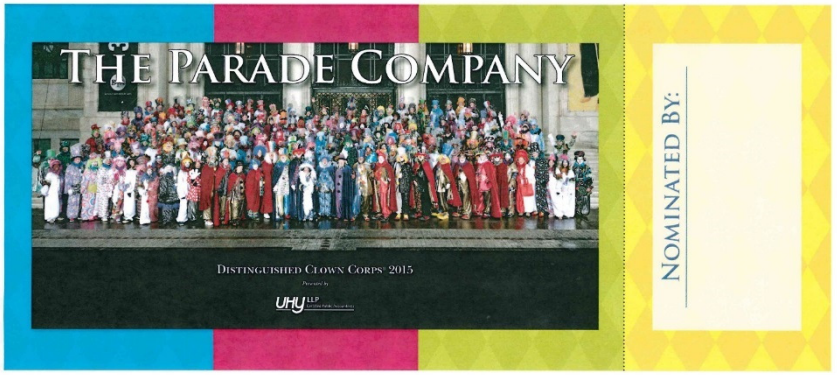
If you have any questions or would like more nomination cards, please contact CarolAnn at cbarbb@theparade.org or 313.432.7831.

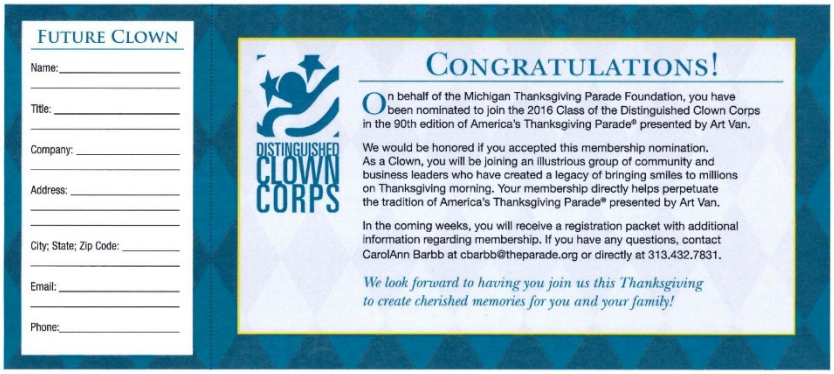
We look forward to receiving your nominations!!

Austin Kanter
2016 Distinguished
Grand Jester

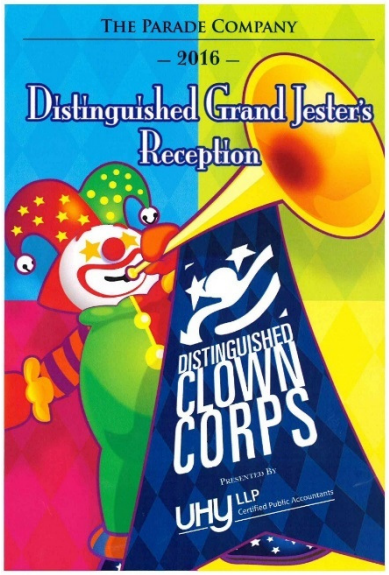
Tony Michaels
President & CEO,
The Parade Company

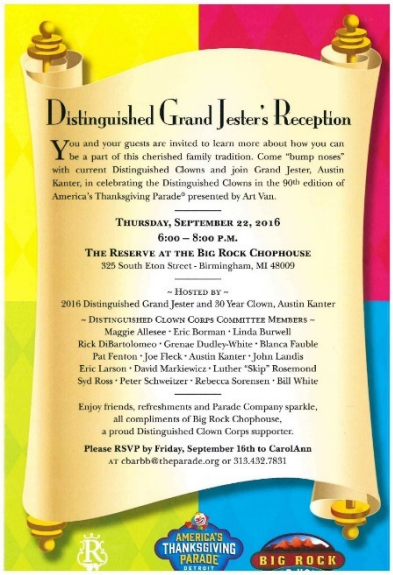
The Parade Company · 9500 Mt. Elliott · Studio A · Detroit · Michigan 48211





2. Distinguished Grand Jester's Reception Invitation – Mailed in August to each past and current Clown, potential new member, sponsors and Board of Directors.





3. Registration Packet – Mailed in September to each past, current and potential new member. Packet is mailed in custom photo folder which includes a personalized letter and enrollment forms.

2016 DISTINGUISHED GRAND JESTER
Austin Kanter

PAST DISTINGUISHED GRAND JESTERS
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DISTINGUISHED CLOWN CORPS

PRESENTED BY UHY LLP Certified Public Accountants

September 2016

FULL NAME
COMPANY
ADDY1
ADDY2
CITY, ST ZIP

Dear Future Distinguished Clown FIRST NAME,

Have you ever dreamed of being a clown in America's Thanksgiving Parade® presented by Art Van?!

At The Parade Company, we make dreams come true!

On behalf of the Michigan Thanksgiving Parade Foundation, Distinguished Clown NOMINATOR has nominated you to join the Distinguished Clown Corps presented by UHY LLP as we celebrate 90 years of Parade magic! You will be joining an illustrious group of business and community leaders, some of whom have clowned in The Parade for 30 years.

The generous support of community leaders like you ensures that America's Thanksgiving Parade® presented by Art Van continues its legacy of bringing smiles to millions. Each Parade represents memories and traditions that touch people from all walks of life in our diverse metropolitan area. The Distinguished Clown Corps presented by UHY LLP is the shining jewel of The Parade's panorama of events and 2016 marks the 33rd Anniversary of the Clown Corps!

We are delighted to invite you to be a Distinguished Clown!

We look forward to having you join us to create cherished memories for you and your family this Thanksgiving.

Austin Kanter
2016 Distinguished
Grand Jester

Tony Michaels
President & CEO,
The Parade Company

The Parade Company · 9500 Mt. Elliott · Studio A · Detroit · Michigan 48211

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Austin Kanter

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Daniel J. Loepp, Chair, Michigan Thanksgiving Parade Foundation

DISTINGUISHED CLOWN CORPS

PRESENTED BY UHY LLP Certified Public Accountants

September 2016

FULL NAME
TITLE
COMPANY
ADDY1
ADDY2
CITY, ST ZIP

Dear Distinguished Clowns FIRST NAMES,

THANK YOU for serving our community and supporting the America's Thanksgiving Parade® presented by Art Van. We hope you will join us this year as we celebrate 90 years of Parade magic in Detroit as a member of the Distinguished Clown Corps presented by UHY LLP.

We are grateful to the outstanding members of the Corps whose commitment and dedication to Detroit's most cherished tradition ensures its perpetuity. For generations, this beloved Thanksgiving extravaganza has brought together families, neighbors and communities to share in the delight of this fantastic fall tradition.

We look forward to having you join The Parade again this year as we mark the 33rd Anniversary of the Distinguished Clown Corps presented by UHY LLP. The smiles you bring to the faces of children of all ages, your energy, contributions and commitment to this treasured multi-generational tradition are a legacy that will leave you with a smile in your heart.

Thank you again, FIRST NAMES, for the good that YOU do for the citizens of our community.

Austin Kanter
2016 Distinguished
Grand Jester

Tony Michaels
President & CEO,
The Parade Company

The Parade Company · 9500 Mt. Elliott · Studio A · Detroit · Michigan 48211

2016 DISTINGUISHED CLOWN CORPS

PRESENTED BY UHY LLP Certified Public Accountants

Distinguished Clown Corps Enrollment Form

- **Distinguished Clown Membership** ______ @ $1,000 = ______

  Membership package includes tickets to The Parade Company's annual kick-off events, the Pancake Breakfast presented by Blue Cross Blue Shield of Michigan on November 4, 2016 and Parade Preview Party presented by Art Van on October 19, 2016. Each member will also receive Parade Day tickets that include: (2) Distinguished Clown Corps breakfast tickets, (2) Distinguished Clown Corps grandstand tickets, and (1) parking pass. (The Distinguished Clown should use one ticket for themselves and the additional ticket for a guest). Members will also receive the Distinguished Clown Corps class photo, mailed after The Parade.

- **Junior Jester Membership (12-17 years old) & Parade Fan Club Membership (5-11 years old)** ______ @ $300 = ______

  Each member will receive one Parade Day Distinguished Clown Corps breakfast ticket, one Distinguished Clown Corps grandstand ticket, Clownie wear and FUN!!

  Child's Name ______ Age ______ Jacket Size ______ (Child or Adult)

  Child's Name ______ Age ______ Jacket Size ______ (Child or Adult)

  Child's Name ______ Age ______ Jacket Size ______ (Child or Adult)

  Child's Name ______ Age ______ Jacket Size ______ (Child or Adult)

Parade Fan Club Chaperone ______ @ $50 = ______

Chaperone positions are available for parents of Parade Fan Club members (space is limited). Please contact CarolAnn Barbb at cbarbb@theparade.org for additional information.

- **Additional Distinguished Clown Corps Breakfast Ticket** ______ @ $40 = ______
- **Additional Distinguished Clown Corps Grandstand Ticket** ______ @ $40 = ______
- **Additional Distinguished Clown Corps Parking Pass** ______ @ $30 = ______

TOTAL AMOUNT ENCLOSED $______

NAME ______ TITLE ______

COMPANY ______ BIRTHDAY: MONTH ______ DAY ______

PREFERRED ADDRESS ______
Please circle - HOME or WORK

CITY ______ STATE ______ ZIP ______

E-MAIL ______ PHONE ______

VISA, MC or AMEX # ______ EXP ______ / ______

NAME AS IT APPEARS ON CARD ______

SIGNATURE OF CARDHOLDER ______

Please make checks payable to the Michigan Thanksgiving Parade Foundation. We are pleased to inform you that $500 of each Distinguished Clown Corps Membership may be deducted as a contribution to the Michigan Thanksgiving Parade Foundation, a nonprofit 501(c)3 corporation.

Contact CarolAnn Barbb at [313] 432-7831 or cbarbb@theparade.org for more information

2016 DISTINGUISHED CLOWN CORPS

PRESENTED BY UHY LLP Certified Public Accountants

Legal

RELEASE AND WAIVERS OF LIABILITY AND INDEMNITY AGREEMENT

IN CONSIDERATION of being permitted to participate in the America's Thanksgiving Parade® presented by Art Van, and/or other activities of The Parade Company, the Michigan Thanksgiving Parade Foundation, in Detroit, Michigan or elsewhere.

THE UNDERSIGNED, for herself/himself, her/his personal representatives, and next of kin:

1. **HEREBY RELEASE, WAIVES, DISCHARGES, AND CONVENANTS NOT TO SUE** The Parade Company, all participants in America's Thanksgiving Parade® presented by Art Van, and/or other activities of The Parade Company in Detroit, Michigan or elsewhere, sponsors of the Parade, or The Parade Company and directors, officers, employees, or agents of the foregoing, all of whom are referred to as "releases," from all liability that the undersigned, his/hers personal representatives, assigns, heirs, and next of kin for any and all loss of damage, and any claim or demands therefore on account of injury to the person or property or resulting in death of the undersigned, whether caused by negligence of the releases or otherwise while the undersigned is observing, working for, or for any purpose participating in the Parade (including, but not limited to, all preparation therefore, the Parade itself, all incidental activities including pre-parade and post-parade activities, and the return of Parade materials to storage locations), or other activities of The Parade Company.
2. **HEREBY AGREES TO INDEMNIFY AND SAVE AND HOLD HARMLESS** the releases and each of them from any loss, liability, damage, or cost they may incur due to the presence of the undersigned in any way observing, or working for, or for any purpose participating in the Parade (including but not limited to, all preparation therefore, the Parade itself, all incidental activities including pre-parade and post-parade activities, and the return of Parade materials to storage locations), or any other activity of The Parade Company, and whether caused by the negligence of the releases or otherwise.
3. **HEREBY AGREES FULL RESPONSIBILITY FOR ANY RISK OF BODILY HARM, DEATH OR PROPERTY DAMAGE** due to the negligence of the releases or otherwise while observing, working for, or for any purpose participating therefore, the Parade itself, all incidental activities (including pre-parade and post-parade activities, and the return of Parade materials to storage locations), or any other activity of The Parade Company.

THE UNDERSIGNED expressly acknowledges and agrees that the activities of the Parade (including but not limited to, all preparation therefore, the Parade itself, all incidental activities including pre-parade and post-parade activities, and the return of Parade materials to storage locations), or any other activity of The Parade Company are dangerous and involve the risk of serious injury and/or death and/or property damage.

THE UNDERSIGNED further expressly agrees that the foregoing release, waiver and indemnity agreement is intended to be as broad and inclusive as is permitted by the laws of the State of Michigan, and that if any portion of this agreement is held invalid, then the balance shall, notwithstanding, continue in full legal force effect.

THE UNDERSIGNED further grants permission to The Parade Company and its authorized agents to use her/his name, photographs, videotapes or recordings of her/his participation in the event for any deemed reasonable purpose.

THE UNDERSIGNED HAS READ AND VOLUNTARILY SIGNS THE RELEASE AND WAIVER OF LIABILITY AND INDEMNITY AGREEMENT, and further agrees that no oral representations, statements, or inducements apart from the foregoing written agreement have been made.

Signature: ______

Printed Name: ______ Date: ______

Contact CarolAnn Barbb at [313] 432-7831 or cbarbb@theparade.org for more information

2016 DISTINGUISHED CLOWN CORPS

PRESENTED BY UHY LLP Certified Public Accountants

Additional Sponsorship Opportunities

Add a little extra magic to your Distinguished Clown Corps package and help to support the timeless tradition of America's Thanksgiving Parade® presented by Art Van! We have created several exciting opportunities for our terrific group of Distinguished Clowns. Please review and let us know how you would like to expand your package! These opportunities and prices are in addition to the membership fee and do not include membership.

- **Clown Caddy - $250**

  Tired of lugging heavy beads and having to restock from the DCC float? No more! Have your own personal caddy carry your beads along side of you on Thanksgiving Day. The Parade Company will provide you with a caddy that will escort you down the route to make sure you have a constant supply of beads to pass out to children along the parade!

- **Clowning Around - $1,000**

  Underwrite any of the following for $1,000:
  - MAKE-UP – Glam up your clown face for the grand march down Woodward!
  - THE RING LEADER – All aboard! The Ring Leader keeps us on schedule for Parade morning!
  - BEADS – Bring smiles to miles with thousands of beads passed along the route to happy Parade goers!

  We will provide you/your company:
  - Logo or name recognition on the Parade Itinerary given to each clown
  - Signage at the DCC breakfast on Parade Day
  - Recognition on The Parade Company website, www.theparade.org

- **The Clown Car - $2,500**

  Distinguished Clown Corps Golf Cart $2,500 per cart *(4 available)*

  We will provide you/your company:
  - Signage on your specific golf cart
  - Logo or name recognition on the Parade Itinerary given to each clown
  - Signage at the DCC breakfast on Parade Day
  - Recognition on The Parade Company website, www.theparade.org

- **Capture the Magic - $5,000**

  Underwrite the Photographer for the Distinguished Clown Corps

  Help underwrite the photographers that capture the Distinguished Clown Corps fun on Parade Day. This sponsorship will also underwrite the annual class photo and printing for each member.

  We will provide you/your company:
  - Logo or name recognition on the back of each class photo given to each Distinguished Clown Corps Member
  - Signage at the DCC breakfast on Parade Day at the Photography Station
  - Logo or name recognition on the Parade Itinerary given to each clown
  - Recognition on The Parade Company website, www.theparade.org

Contact CarolAnn Barbb at [313] 432-7831 or cbarbb@theparade.org for more information

Supporting Materials
Distinguished Clown Corps® presented by UHY LLP Promotional Materials

1. Press Releases

THE PARADE COMPANY ANNUAL GRAND JESTER'S RECEPTION TO CELEBRATE 33 YEARS OF THE DISTNGUISHED CLOWN CORP PRESENTED BY UHY LLP— THURSDAY, SEPTEMBER 22

30 year DCC member Austin Kanter to serve as 2016 Distinguished Grand Jester

WHAT: The Parade Company's Distinguished Clown Corps (DCC) presented by UHY LLP will hold their tenth annual **Distinguished Grand Jester's Reception** on Thursday, September 22, 2016 from 6 – 8 p.m at The Reserve at Big Rock Chophouse. Guests will enjoy friends, refreshments and Parade Company sparkle, compliments of Big Rock Chophouse. This year's event will be hosted by 30 year DCC member and 2016 Distinguished Grand Jester, Austin Kanter. Kanter is the first in parade history to reach the 30 year DCC milestone. In 2015, he was joined by family members, including five of his grandchildren, for his annual march down Woodward. This year he will have the honor of leading this distinguished group of the area's most influential business and community leaders down the parade route as they trade in their business suits for clown suits on Thanksgiving morning.

DCC Committee Members include Maggie Allesee, Eric Borman, Linda Burwell, Rick DiBartolomeo, Grenae Dudley-White, Blanca Fauble, Pat Fenton, Joe Fleck, Austin Kanter, John Landis, Eric Larson, David Markiewicz, Luther "Skip" Rosemond, Syd Ross, Peter Schweitzer, Rebecca Sorensen, and Bill White.

The DCC began in 1983 with business leaders Tom Adams, then the chief of Campbell-Ewald advertising and Walter McCarthy, then chief of Detroit Edison, who served as the spark in creating a way for the leadership to become personally involved in helping The Parade Company. With over 190 members, the DCC is one of the parade's most beloved traditions.

DCC annual membership is $1,000 per person with all proceeds benefitting the Michigan Thanksgiving Parade Foundation. For questions regarding nominations, contact CarolAnn at 313.432.7831 or cbarbb@theparade.org.

WHEN: **Thursday, September 22, 2016 from 6 – 8 p.m.**

WHERE: **The Reserve at Big Rock Chophouse**
325 S. Eton Street
Birmingham, MI 48009

PLEASE NOTE THIS IS NOT A PUBLIC EVENT

About UHY LLP
For nearly 50 years, UHY LLP, certified public accountants, has been providing comprehensive audit, attest, tax and business advisory services to clients in a wide range of industries. Locally, UHY LLP is the fifth largest accounting firm in Southeast Michigan with over 330 professionals in three locations. Nationally, they have been recognized as one of 2016's "Fastest Growing Firms" by IPA and have 13 offices across the country. As an independent member of UHY International, they have access to resources in 320 business centers across 92 countries. UHY LLP's commitment to client service is personable, value-added and cost-effective. Their goal is to exceed clients' expectations on every engagement. It's a philosophy they call "The Next Level of Service".

About The Parade Company
Founded in 1984, The Parade Company is a not-for-profit organization governed by the Michigan Thanksgiving Parade Foundation whose board of directors is comprised of key civic and corporate leaders in the greater Detroit region. The Parade Company is celebrating 90 years of Parade tradition in Detroit and is committed to funding, creating and executing the best family events in Michigan. The Parade Company staff, board of directors and thousands of parade volunteers work year-round to bring a wide variety of magnificent events to the City of Detroit and the region including the Ford Fireworks, Strategic Staffing Solutions Turkey Trot, and America's Thanksgiving Parade® presented by Art Van. Follow The Parade Company on Facebook and Twitter.

###

Media Contacts:
Bridget Burns, 313-832-2210 x29, 313-218-2505 (mobile), bburns@loviogeorge.com
Heather George, 313-832-2210 x14, 248-417-5773 (mobile), hgeorge@loviogeorge.com

2. Samples of print media

Kanter Now 'Grand Jester' After 30 Years In Turkey Day Parade

November 18, 2016

After 30 years of "clowning around" at America's Thanksgiving Parade in Downtown Detroit, Austin Kanter, 88, achieves "Grand Jester" status this year. It's an honorary title with a special hat that is awarded to the longest continuously serving Thanksgiving Parade clown. While he appreciates the recognition, bringing smiles to parade spectators is what really matters to him.

The extended Kanter family participated in last year's parade.

The cadre of 100-150 volunteer clowns march along the parade route that covers almost three miles from Midtown to Downtown Detroit, waving and tossing out Mardi Gras-style beads to a happy crowd that reaches a million or more.

"Fans fight for them," Kanter says, adding that a supply float replenishes their stock along the way.

Over the years, Kanter estimates there have been about 2,000 parade clowns — known as the Distinguished Clown Corps — each of whom donates $1,000 to the Parade Company, the nonprofit organization that organizes the event. Art Van is the presenting sponsor.

Austin Kanter

"In the beginning, there were a lot of Jewish businessmen who were clowns," Kanter says. "There are probably 20 now who are doing a good thing for the community."

Kanter, a West Bloomfield resident, began his clown career years ago through a personal contact at the Parade Company.

"I came Downtown to the parade as a child and thought it was important for this parade to be perpetuated after Hudson's left Detroit," he explains. "Even when Detroit was in the doldrums, everyone was smiling and that is marvelous."

The Clown Corps gathers early on parade day for breakfast and professional makeup application. Costumes are provided by the Parade Company, with replacements every five

years. "After 15 years, you get a red Superman cape and, after 25 years, a blue cape with a silver lining. There are only four or five of those," Kanter says.

Along with being the longest-serving active clown, Kanter leads the largest family group of clowns — eight last year, including his twin grandsons and their wives. This year, his daughter and seven grandchildren will accompany "Papa Audie" on the parade route. His youngest grandchild will be a junior jester.

"We are the only family with so many people this year and last. It's a family charitable enterprise," says Kanter, who is in the insurance and money management business.

Twin grandsons, Jason Kanter, 31, of Chicago, and Joshua Kanter, 31, of New York, began participating when they were 8 or 10. They remember starting in the young children's group and then becoming junior jesters in middle school. In 2004, they became "official distinguished clowns."

"The tradition of the parade is amazing and so is being able to join our grandfather," Joshua says.

"The parade is a magical moment for Downtown, and my grandfather created very large clown shoes to fill. It's special to see the smile on his face," Jason adds.

"Being a clown allows us to be thankful for all that we have, including being able to bring that joy to the people at the parade," Joshua says.

"Austin and his grandkids exemplify what America's Thanksgiving Parade is all about: family and tradition," said Tony Michaels, president/CEO of the Parade Company. "Austin is the longest-standing member of the Distinguished Clown Corps and the first in parade history to reach the 30-year milestone. We are appreciative of his support, along with his family's throughout the years."

By **Shari S. Cohen,** Contributing Writer

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CRAIN'S DETROIT BUSINESS
Detroit and Southeast Michigan's premier business news and information website

Originally Published: November 23, 2016 12:00 PM **Updated: 11/23/2016**

C-suite clowns: Detroit parade's pranksters hold lofty day jobs

Surprising faces behind the makeup

By Sherri Welch

Photo by The Parade Co. Clowns begin preparing for the parade as early as at 5:30 a.m. on Thanksgiving morning.

It wouldn't be a parade without the clowns frolicking amid the floats during Detroit's Thanksgiving Day parade, handing out beads and candy to children lining the Detroit parade route.

But just who's clowning around might surprise you.

The Parade Co.

A who's who of local CEOs, nonprofit executives and philanthropists in the Distinguished Clown Corps presented by **UHY** gather in downtown Detroit at the **Boll Family YMCA** at 5:30 a.m. Thanksgiving morning to don their costumes and makeup, have pictures taken and grab breakfast with family members before hitting the parade route for America's Thanksgiving Parade presented by **Art Van.**

It's a tradition that began 33 years ago when then-CEO of **Campbell Ewald** Tom Adams, and Walter McCarthy Jr., then chairman and CEO of **Detroit Edison Co.**, spurred the launch of the Distinguished Clown Corps as a way to personally involve the region's leadership in the parade. Since then, more than 2,000 distinguished clowns have marched in the parade. The number marching each year has ranged from 70 or 80 to a record 200 this year — the maximum limit to ensure the unit is manageable in accordance with timing needed for television broadcast, said Tony Michaels, president and CEO of **The Parade Co.** For the opportunity, the clowns make an annual donation, currently $1,000 for each person walking. That's added up to $5 million over the years.

Among the corps members, with their respective years of service, are:

- Larry Alexander, president and CEO, **Detroit Metro Convention & Visitors Bureau**, 16 years
- Maggie Allesee, philanthropist, 28 years
- Carl Bentley, executive vice president, **Strategic Staffing Solutions**, seven years.
- Tom Callan, CEO and managing director, **UHY Advisors MI Inc.**, which is the presenting sponsor of the Distinguished Clown Corps, three years
- Matt Cullen, principal of Detroit-based **Rock Ventures LLC**, CEO of **Jack Entertainment LLC** and a director of The Parade Co., 19 years
- Laurie Horvath, partner, not-for-profit and health care practice leader, **Baker Tilly**, three years
- Saunteel Jenkins, CEO, **The Heat and Warmth Fund**, five years
- George Johnson, managing director, **George Johnson & Co.**, four years
- Austin Kanter, owner, **Kanter Associates** and this year's grand jester of the Distinguished Clown Corps by virtue of being the longest-standing clown at 30 years
- Eric Larson, CEO of Bloomfield Hills-based **Larson Realty Group LLC**, CEO of the **Downtown Detroit Partnership** and immediate past chairman of The Parade Co. board, 16 years
- Michael Plotzke, CFO, treasurer and vice president finance, **Plastipak Holdings Inc.**, nine years

Some of the clowns bring family members to march along with them, Michaels said.

Last year, then-Chairman Eric Larson brought his wife, two daughters and mom to dress up and walk in the parade, making a donation for each of them. David Nicholson, CEO of **PVS Chemicals Inc.**'s sulfur and distribution groups, and brother James Nicholson, PVS vice chairman, march together. And Syd Ross, co-CEO of **Great Lakes Wine & Spirits**, who has been in the corps for 26 years, marches with his two sons, Joshua and Victor.

There are also "unruffled" clowns, or those who make the minimum donation even if they aren't walking. They include Dan Loepp, president and CEO of **Blue Cross Blue Shield of Michigan** and chairman of the The Parade Co., who is a nine-year member of the corps; and Tony Earley, former chairman and CEO of **DTE**

Energy Co., who is a 21-year-veteran of the corps and now CEO of utility **Pacific Gas and Electric** in California.

It's a little-known fact that parade-watchers can figure out how long a clown has been marching by the costume he or she wears, Cullen said. The one-piece, stereotypical clown outfit is sort of like the beginner outfit, he said. After five years, clowns get a two-piece suit "which has obvious logistical advantages," he said. It's half silver. Clowns with 10 years in the corps have a costume that's half gold, Cullen said, and after 15 years, "you get a cape that's great in cold weather." At 20 years, a mark Cullen will hit next year, clowns get a blue cape and some other secret advantages yet to be discovered, he said.

Everybody is in great spirits, and it's fun reconnecting with old friends — both clowns and parade fans — and showing new clowns the ropes, Cullen said.

"Clowns being clowns, and distinguished clowns in particular, they tend to not always behave ... some are out in front and sometimes there's a few stragglers," but everyone has to stay close to their float, with its supply of beads and candy.

Of course, the kids are always the best part, Cullen said. "They get so wide-eyed when you put the beads around their necks ... It's like a jump-start to the holiday spirit."

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Supporting Materials
Distinguished Clown Corps® presented by UHY LLP Merchandise

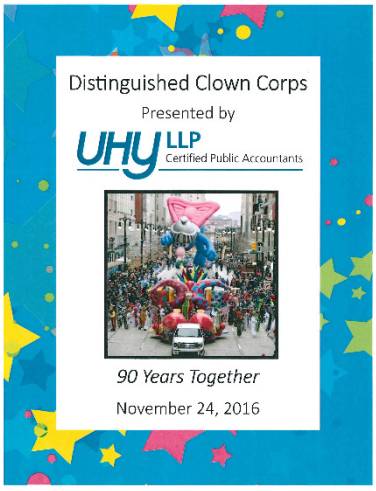
1. Arm Ruffles and Rosettes – Upon check in at each event produced by The Parade Company, Distinguished Clowns can wear a custom arm ruffle or rosette to designate their membership in the Corps.

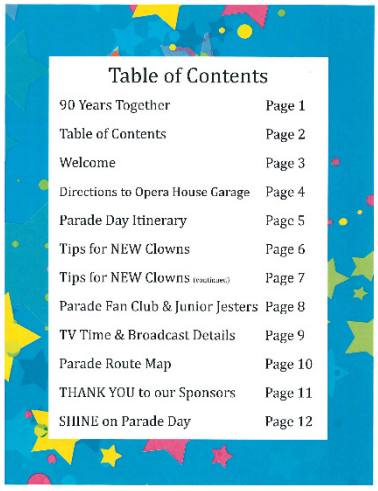
   Rosettes are available in two different colors; blue and green to signify a veteran Distinguished Clown and blue and purple to signify a new member. This helps our veteran members meet the new Distinguished Clowns and share tips and experiences with them before their grand march!!

2. Photobooks and Official Clown Merchandise – After The Parade, Distinguished Clowns can purchase a certain year of photobooks or the 30th Anniversary book in two different sizes and price points. Clowns can also purchase official polo shirts, baseball caps, under armor and a variety of Parade branded items.

Supporting Materials
Distinguished Clown Corps® presented by UHY LLP Information Materials

1. Parade Day Itinerary – Each Clown receives their requested number of breakfast, grandstand and parking passes along with an informational packet that includes timelines and details of their Parade Day experience.


Distinguished Clown Corps
Presented by
UHY LLP
Certified Public Accountants
90 Years Together
November 24, 2016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The magic and sparkle of Thanksgiving is almost upon us! We are delighted you are joining us for the 90th *America's Thanksgiving Parade*® presented by Art Van celebrating *"90 Years Together"*! This year's Parade features larger than life balloons, colorful floats, musical talents of local marching bands, thousands of dedicated volunteers and of course YOU! Another star-studded, action packed Parade Day awaits!

The generous support of community leaders like you ensures that *America's Thanksgiving Parade*® presented by Art Van continues its legacy of bringing smiles to millions. Each Parade represents memories and traditions that touch people from all walks of life in our diverse metropolitan area. 2016 marks the 33rd Anniversary of the Corps, the shining jewel of The Parade panorama of events.

Enclosed is your Distinguished Clown package, complete with the day's itinerary, route map featuring the Distinguished Clown Grandstand location, your requested number of breakfast tickets, grandstand tickets and parking passes. Below are the important locations to keep in mind for Parade day:

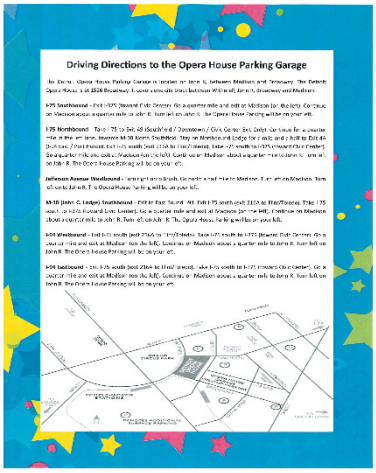
PARKING: Michigan Opera Theater Garage (Map Enclosed)
Corner of Broadway & John R

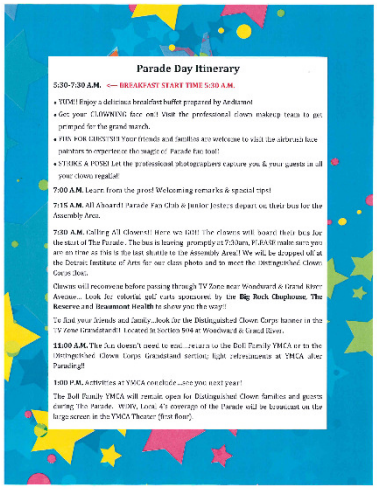
EVENT: Bell Faculty YMCA (Map Enclosed)
1401 Broadway Street, Detroit, 48226

GRANDSTANDS: **Section 504**
East side of Woodward Avenue & South of Grand River
Map & Directions are on the backside of the grandstand ticket.

If you have any questions, please contact CarolAnn at charbb@theparade.org 313.432.7831 (office) or 313.525.2865 (mobile) or Katie at 313.923.7808 x 215 (office), 313.207.7673 (mobile) or kselby@theparade.org

We can't wait to see you as we celebrate the
90th *America's Thanksgiving Parade*® presented by Art Van!!


Driving Directions to the Opera House Parking Garage


Parade Day Itinerary

5:30-7:30 A.M. <— BREAKFAST START TIME 5:30 A.M.

- YUM!! Enjoy a delicious breakfast buffet prepared by Andiamo!
- Get your CLOWNING face on! Visit the professional clowns makeup team to get primped for the grand march.
- FUN FOR GUESTS!!! Your friends and families are welcome to visit the sidetrack face painters to experience the magic of Parade fan too!!
- STRIKE A POSE!! Let the professional photographers capture you & your guests in all your clown regalia!!

7:00 A.M. Learn from the pros! Welcoming remarks & special tips!

7:15 A.M. All Aboard!!! Parade Fan Club & Junior Jesters depart on their bus for the Assembly Area.

7:30 A.M. Calling All Clowns!! Here we GO!! The clowns will board their bus for the start of The Parade. The bus is leaving promptly at 7:30am, PLEASE make sure you are on time as this is the last shuttle to the Assembly Area! We will be dropped off at the Detroit Institute of Arts for our class photo and to meet the Distinguished Clown Corps float.

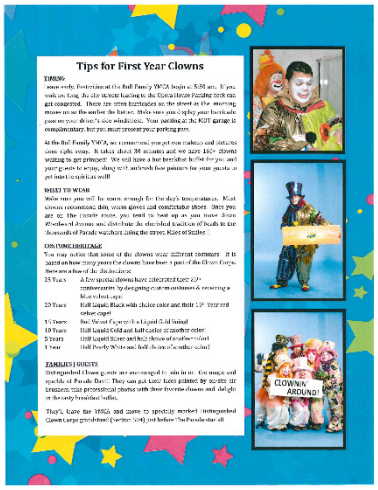
Clowns will reconvene before passing through TV Zone near Woodward & Grand River Avenue... Look for colorful golf carts sponsored by the **Big Rock Chophouse, The Reserve** and **Beaumont Health** to show you the way!!

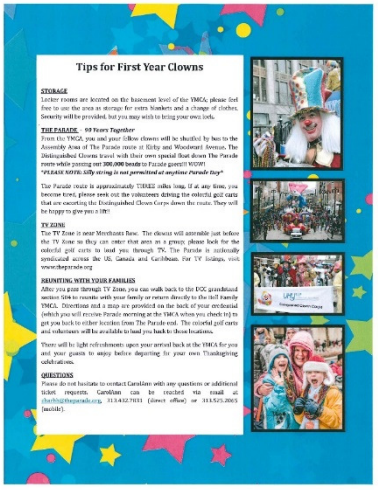
To find your friends and family...look for the Distinguished Clown Corps banner in the *TV Zone* Grandstand!! Located in Section 504 at Woodward & Grand River.

11:00 A.M. The fun doesn't have to end...return to the Bell Family YMCA or to the Distinguished Clown Corps Grandstand section; light refreshments at YMCA after Parade!!!

1:00 P.M. Activities at YMCA conclude ...see you next year!

The Bell Family YMCA will remain open for Distinguished Clown families and guests during the Parade. WDIV, Local 4's coverage of the Parade will be broadcast on the large screen in the YMCA Theater (first floor).


Tips for First Year Clowns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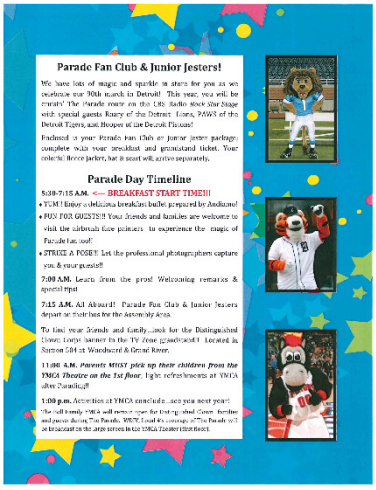

Parade Fan Club & Junior Jesters!

Parade Day Timeline

5:30-7:15 A.M. <— BREAKFAST START TIME!!!

- YUM! Enjoy a delicious breakfast buffet prepared by Andiamo!
- FUN FOR GUESTS!!! Your friends and families are welcome to visit the sidetrack face painters to experience the magic of Parade fan too!!
- STRIKE A POSE!! Let the professional photographers capture you & your guests!!

7:00 A.M. Learn from the pros! Welcoming remarks & special tips!

7:15 A.M. All Aboard!! Parade Fan Club & Junior Jesters depart on their bus for the Assembly Area.

To find your friends and family...look for the Distinguished Clown Corps banner in the TV Zone grandstand!! Located in Section 504 at Woodward & Grand River.

11:00 A.M. ***Parents MUST pick up their children from the YMCA Theatre on the 1st floor.*** Light refreshments at YMCA after Parade!!!

1:00 p.m. Activities at YMCA conclude...see you next year!

The Bell Family YMCA will remain open for Distinguished Clown families and guests during The Parade. WDIV, Local 4's coverage of The Parade will be broadcast on the large screen in the YMCA Theater (first floor).

TV TIME

The Detroit Radio Stage presented by CBS Radio featuring the Junior Jesters and Parade Fan Club members in Parade Unit #6 and will pass through TV Zone at approximately 10:15 AM.

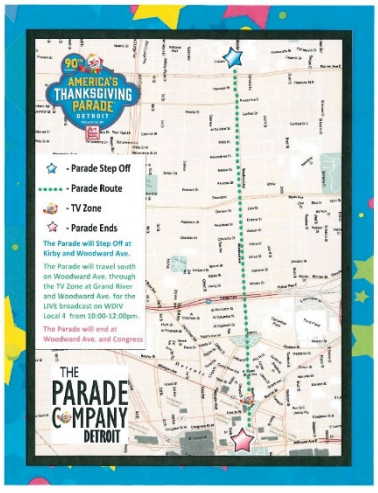
The Distinguished Clown Corps presented by UHY LLP is Parade Unit #20 and will pass through TV Zone at approximately 10:35 AM.

Please note: Parade position and times are subject to change. Information as of 11.7.16

BROADCAST DETAILS

The Junior Jesters, Parade Fan Club and Distinguished Clowns are featured in the nationally syndicated broadcast of The Parade. A listing of cities and stations airing The Parade is available on Monday, November 21, 2016 on www.theparade.org. The Parade is also available worldwide by the live stream provided by WDIV, Local 4 and www.clicktodetroit.com

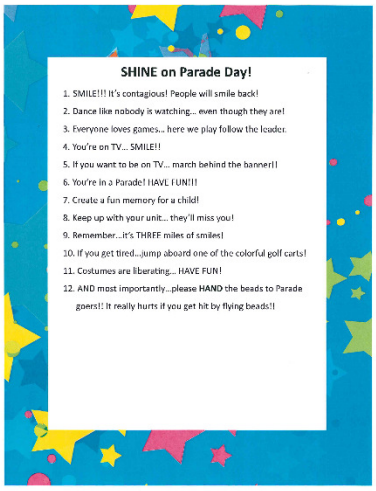
In 2015, WDIV, Local 4's broadcast of *America's Thanksgiving Parade*® presented by Art Van beat all primetime programming in their Detroit quarter with a household rating of 2.7 and share of 37. The national syndication broadcast reached approximately 205 major cities across the country, which means that it had the potential to reach more than 70+ million households in the United States.



THANK YOU To Our Sponsors

UHY LLP
Certified Public Accountants

BIG ROCK CHOP HOUSE
THE RESERVE
Beaumont
90th AMERICA'S THANKSGIVING PARADE DETROIT
THE PARADE COMPANY DETROIT


SHINE on Parade Day!

1. SMILE!!! It's contagious! People will smile back!
2. Dance like nobody is watching... even though they are!
3. Everyone loves games... here we play follow the leader.
4. You're on TV... SMILE!!
5. If you want to be on TV... march behind the banner!!
6. You're in a Parade! HAVE FUN!!!
7. Create a fun memory for a child!
8. Keep up with your unit... they'll miss you!
9. Remember...it's THREE miles of smiles!
10. If you get tired...jump aboard one of the colorful golf carts!
11. Costumes are liberating... HAVE FUN!
12. AND most importantly...please HAND the beads to Parade goers!! It really hurts if you get hit by flying beads!!

2. Email Blasts – Email is our top method of communication with Clowns. Examples include Grand Jester's Reception save the date, Airport Greeting opportunity and Parade updates.

CarolAnn Barbb

From: CarolAnn Barbb
Sent: Wednesday, November 23, 2016 2:22 PM
To: CarolAnn Barbb
Subject: Distinguished Clowns - Thanksgiving Day!!!

Hi!

We are less than 24 hours from the grand march down Woodward Avenue! The 90th America's Thanksgiving Parade® presented by Art Van celebrates "90 Years Together" and we hope to see your smiling face Thanksgiving morning!

There are a few exciting reminders & updates coming to this year's Parade and I wanted to take a moment to share them with you!!

Breakfast Time & Class Photo

The Distinguished Clown Corps presented by UHY LLP breakfast will again be held at the Boll Family YMCA and will begin at 5:30 AM. We want to make sure you arrive promptly and that we are able to get every Distinguished Clown through the make-up and photography lines; we've added additional airbrush artists to join the hand face painters and will again have a third photographer to keep the lines moving. We will be leaving the YMCA at approximately 7:30 AM to take our class photo in front of the Detroit Institute of Art!! We need your help to keep the morning on track.

For the first time ever, we have 200 Distinguished Clowns, including 35 NEW Distinguished Clowns, signed up and just two hours to get everyone through make-up, dressed & photographed before we head to the DIA!!

Security

Please stay on Woodward for the entire Parade. Do not cross the barricade at any time. Any clowns who leave the route and cross the barricades will not be allowed back onto Woodward with the rest of the Corps. This is very important and we appreciate your understanding. We also ask that each clown respect others and do your best to not run through the clown group.

Parade Route & M1

America's Thanksgiving Parade® presented by Art Van will make the grand march from the corner of Kirby & Woodward, headed south towards Congress & Woodward; making the route three miles. TV Zone and your Grandstand Section 504 will be located in the same positions as 2015 and we will have golf carts available for members of the Corps who need a lift!

We have been working hand in hand with the M1 Rail team and will have a clear route this year! Please take note that there will be a metal rail tracks flush with the road along Woodward. These narrow tracks could be slippery when wet and we ask that you take extra precaution while walking.

Passing of the Beads

Please remember to HAND the beads to Parade guests, do not throw beads overhand.

We're so excited to have you join us as we celebrate the 33rd Anniversary of the Distinguished Clown Corps, led by 2016 Distinguished Grand Jester Austin Kanter!! The Corps is a treasured jewel among the grand tradition of The Parade, we couldn't do it without your continued support!!

Again, THANK YOU!!

3. Post Parade Communications – Thank you letter to each Distinguished Clown includes their individual portraits and class photos (full class and new member class).

THE PARADE COMPANY

January 2017

NAME
ADDRESS
CITY, STATE ZIP

Dear Distinguished Clown FIRST,

Thank you so much for participating in the 89th Anniversary of the Distinguished Clown Corps presented by UHY LLP. The 2016 *America's Thanksgiving Parade*® presented by Art Van celebrated *90 Years Together* and "The Clowns" were again a fan favorite!

We were very fortunate to have 200 Clowns in The Parade and hope that 2017 will be just as strong! You are all truly a part of our Parade family!! Please know how much we appreciate your involvement and what a difference you make for so many families and children. You help make Detroit's jewel better each year!!!! THANK YOU!!!

Enclosed is your 2016 Distinguished Clown Corps presented by UHY LLP class photo and portraits. Thank you for adding so much whimsy & wonder to the 90th Parade!

If you wish to order additional prints or have any questions regarding your photo, please contact: Care Ann Barbb at cbarbb@theparade.org or 313.732.7831.

Stay tuned for more exciting announcements throughout the year!

Sincerely,

Tony Michaels
President & CEO
The Parade Company

Care Ann Barbb
Director of Events
The Parade Company

9300 Mt. Elliott • Studio A • Detroit, MI 48211 • www.theparade.org • 313.923.7400 Phone • 313.923.3820 Fax

Supporting Materials
Distinguished Clown Corps® presented by UHY LLP Supporting Photos

1. Distinguished Grand Jester's Reception – Introducing the 2016 Distinguished Grand Jester, 30-year Distinguished Clown, Austin Kanter by the 2015 Grand Jester, Dr. Skip Rosemond. Attended by 200+ guests comprised of veteran Distinguished Clowns, new members, potential new members, sponsors and Board of Directors.

2. Distinguished Clown Corps® presented by UHY LLP presented by UHY LLP Parade Day Breakfast

3. The 90th America's Thanksgiving Parade® presented by Art Van featuring the Distinguished Clown Corps® presented by UHY LLP presented by UHY LLP

4. Tradition of Distinguished Clown Costumes

First Year Costumes
with White Satin

Five Year Costume
with Liquid Silver

Ten Year Costume
with Liquid Gold

Red Velvet 15 Year Cape
with Black Satin 20 Year Costume

Blue Velvet 25 Year Cape
with custom 25 Year Costume

30 Year Distinguished
Grand Jester Hat

Supporting Materials
Distinguished Clown Corps® presented by UHY LLP Measurable Results

1. 2016/2017 Budget

DCC

Michigan Thanksgiving Parade Foundation and The Parade Company
Financial Analysis
2016 / 2017 Budget
DCC, Junior Jesters, Rug Rats & Clown Brkfst.

Description	2016 / 2017 Budget	Note	2016 / 2017 Results
Sponsors	27,500	A	$25,200
DCC Memberships	164,000	B	189,100
Jesters/Fan Club Memberships	3,500	C	3,600
Individual Ticket Sales	14,000	D	12,800
Donations	0	E	
Merchandise	500	F	1,865
Total Revenue	$209,500		$232,565
Expenses:			
Event Services	3050	L	
Security	450	W	
Make-up & Costume Supplies	4000	N	7589
Talent Fees	650	Z	650
Catering	18500	H	21000
Equipment Rental	6000	K	6443
Decorations	2400	I	2508
Signs & Banners	1000	Y	865
Merchandise	12500	O	3880
Printing & Copying	5000	T	3248
Mileage & Parking	5500	Q	5549
Shipping	1000	X	1959
Photography	3800	R	3865
Venue Expense	1	BB	1
Program Support	500	V	72
Postage & Delivery	3800	S	2190
Office Supplies	1600	P	916
Advertising/Media	500	G	
Grandstands	9750	M	9750
Misc. Program(DGJR)	2600	J	3047
Transportation	2000	AA	1250
Production	1100	U	1523
Other	0		
Total Expenses	85,701		76,305
Excess Revenue Over Expenses	**$123,799**		**$156,260**

Notes

A - overall sponsor ($20k), additional sponsors ($5k), make-up sponsor
B - 155 paying members
C - 20 PFC ($300)
D - breakfast 130 @ $40, grandstand 210 @ $40, parking 45 @ $30
E - donations
F - merchandise sales
G - update to enrollment packet & DGJR ($600), MyPublisher books ($400)
H - 500 @ $33; breakfast buffet & continential
I - golf carts ($1600), balloons ($800)
J - DGJR: awards ($400), linens ($500), gratuity ($500), centerpieces ($350),
K - Perry's Tents & Events ($3500), YMCA ($3500)
L - Shananigans (20 @ $75 each = $1,500), ShowOffs ($1,500)
M - 650 @ $15
N - 50 costumes @ $75 ($3,750), Make-Up Remover ($250)
O - Toomey's {180,000 beads /250 cases} ($10k), PFC jackets (40 @ $25 = $
P - Uline {costume boxes, photo mailers, ticket envelops} ($700), office suppli
Q - Opera House (270 @ $20 = $5,400), Misc ($100)
R - Brynes Associates (3 photographers & class photo)
S - nomination cards, enrollment package, DGJR invites, parade day tickets, t
T - folders ($1400), enrollment forms & envelops ($500), DGJR invites ($600)
U - parade breakfast tear down ($600), manager {parade & airport} ($300), LA
V - program support
W - parade day ($450) & PDC Wristbands ($200)
X - UPS costumes
Y - DGJR , parade day & enlargement
Z - parade day entertainment
AA - busses ($1,400), golf carts ($600)
BB - YMCA rental

2. Media Overview

90th America's Thanksgiving Parade® presented by Art Van
2016 Executive Summary

The 2016 media campaign for the 90th America's Thanksgiving Parade® presented by Art Van garnered exceptional national and regional media exposure, highlighting the significant efforts of The Parade Company and its remarkable partners.

It is estimated America's Thanksgiving Parade® presented by Art Van received an unprecedented $10.6 million in publicity and promotional value with nearly 180 million impressions overall.

Campaign highlights include:

- **Estimated $6 million in television news publicity value**
- **Estimated $3.4 million in print + digital publicity value** *including coverage by the Associated Press, Chicago Tribune, San Francisco Chronicle, Seattle Post-Intelligencer, Detroit Free Press, Detroit News, Crain's Detroit Business,*
  DBusiness, MLive, HOUR Magazine, Michigan Chronicle and major Midwest media outlets
- **Estimated $1.2 million in promotional value from official media partners** WDIV Local 4, News/Talk 760 WJR and CBS Radio
- More than **60 LIVE broadcast interviews parade morning**
- 13 press events, celebrity announcements and live unveils including parade day and the S3 Turkey Trot

Parade syndication provided the opportunity to reach approximately **66 percent of U.S. Households** and **broadcast in 174 markets across the U.S. (183 airings)** with the America's Thanksgiving Parade® presented by Art Van logo serving as the visual centerpiece.

The parade received incredible exposure throughout the WDIV-TV parade broadcast receiving a Household rating of **21.7 with over 400,000 households**. ***The significant value of the three-hour WDIV parade broadcast (9 AM - Noon) and the national syndication is NOT included in the above $10.6 million publicity value***.

Prepared for The Parade Company by louis george

3. Post Parade Feedback

CarolAnn Barbb

Good morning,

What a fabulous parade! I went online on the Detroit News website and scrolled through the pictures and low and behold!

Thank you very much for affording me the opportunity to participate in this wonderful event! Words cannot describe the joy and pride I get from participating in this annual tradition. I believe Larry would say the same thing.

God Bless both of you and the team for your tireless efforts.

Have a wonderful weekend.

Regards,