



'Christmas Where the Angas Flows'

Friday 16th December 2011

Strathalbyn District Commerce Association pageant, entertainment & Carols by candlelight followed by the LJ Hooker Strathalbyn Fireworks

Friday 7th October 2011

Hello

My name is Janelle Owen and I am the coordinator for the 2011 'Christmas where the Angas Flows'.

Now a Strathalbyn tradition, this popular family event is a wonderful opportunity for local businesses to thank the community for their support. What better way to end the year than with an amazing family evening on the banks of the Angas River!

As I am sure you are aware, this popular event takes months of planning and is only possible with the support of the many generous local businesses.

Over the past few years, we made some significant changes, including a substantial investment in the Audio/Visual to enhance the quality of the Carols by candlelight, to encourage a more 'family friendly' event. Given the success of the event, the SDCA are anticipating an even higher number of community members to attend this year.

What a great opportunity to promote your business and to show the community that you are an important part of this unique event.

Free rides for children of all ages will start from 6pm on Albyn Terrace and in the park, with the Pageant departing High Street at 6.30pm, winding its way through the heart of the town and delivering Father Christmas to the park at 7.30pm.

A live performance will kickstart the entertainment on the stage at 8pm, performing a mix of popular music until darkness falls.

At 9pm, the Young Adelaide Voices: Aurora Choir will thrill the audience with a variety of traditional and modern carols to satisfy all ages. **AURORA** is the senior vocal ensemble of Young Adelaide Voices. An a cappella women's ensemble of experienced choristers between the ages of 18 and thirty-something, Aurora performs a range of repertoire from early music to contemporary pop, many with arrangements done by YAV choristers. The group made its 4.5 star debut in the 2010 Fringe with *That Lonesome Road* and presented subsequent programs, *FEVER* for the 2011 Fringe Festival, and *Human and Divine* featuring the iconic work "A Ceremony of Carols" by Benjamin Britten, to sell-out crowds and critical acclaim. In July 2010 Aurora represented Australia in Canada, at the International Choral Kathaumixw Festival in beautiful Powell River, British Columbia. They also toured extensively in regional BC and

Alberta. This year Aurora was honoured to perform as part of the 3rd Anniversary of the Apology to the Stolen Generation with the Ngarrinjeri Mimir Kaikulun Choir from Murray Bridge.

Aurora is lead by Young Adelaide Voices' Artistic Director Christie Anderson.

The LJ Hooker Strathalbyn Fireworks will symbolise the end of the evening with a fantastic display.

Again, we will have the large screen set up to the side of the amphitheatre. All sponsors will be listed on the presentation that runs prior to the Carols by candlelight. The size of your business name is dependent on your level of sponsorship.

- Donations \$49 or less; 1/4 of a page – business name only
- Donations \$50 - \$99; 1/2 a page – business name only
- Donations - \$100- \$199; full page - business name only
- Donations \$200 or more; full page – business name and logo

Please complete the enclosed Sponsorship Form and return no later than Friday 2nd December 2011. If you wish to discuss a sponsorship package, please feel free to contact me at any time.

As I mentioned previously, an event such as this takes a lot of organising and if you would like to be involved in another capacity such as marshalling during the parade, set up, clean up etc I would love to hear from you.

Also, we would love to see your business/organisation enter a float in the pageant – you may even win a prize! For SDCA members and registered not-for-profit organisations, there is no cost to enter a float. If your business is not yet a member, the cost to enter a float is only \$50. Please ensure your entry form and entry fee is submitted by Friday 2nd December 2011 to secure your spot!

Whether you have been involved before or if this is your first time, I am sure you are aware of the fantastic time you will have, whatever your involvement, and the delight your contribution towards this event will bring to young and old alike!

Thank you for your time to read through this letter and I look forward to talking with you soon.

Yours sincerely

Janelle Owen On behalf of the Strathalbyn District Commerce Association

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