



THE 31st ANNUAL TURNING POINT PARADE & FESTIVAL

Schuylerville, New York

Turningpointparade.com

Parade & Sponsorship Packet – 2026

Dear Community Partner,

The 31st Annual Turning Point Parade proudly presents this year's theme: **“Victory: Our Past, Present & Future.”** Inspired by the historic Town of Saratoga – site of the first British surrender and pivotal turning point of the American Revolution that led to French alliance – this year's celebration honors both our nation's defining triumphs and our community's enduring resilience. We also recognize the legacy of the Victory Mill, the many families it supported and the 20+ fire companies whose bravery and unity were on display during last year's devastating fire. This theme reflects the spirit of perseverance that defines our past, strengthens our present, and shapes our future.

Building on this rich heritage, our parade has become a cherished tradition that brings our community together each year to commemorate the pivotal Battles of Saratoga – widely recognized as the turning point of the American Revolution. For over three decades, we've celebrated with marching bands, floats, civic groups, local businesses, military and emergency service units, and more, creating a vibrant showcase of the community pride and patriotism that embodies our “Victory” theme.

The celebration extends beyond the parade! Join us for the **Turning Point Festival on Saturday, August 8**, featuring food, music, fireworks and family fun following a full week of historical events.

Looking ahead, we're preparing for something even more historic: **The 250th Anniversary of the Surrender at Saratoga**, which we will commemorate with a grand parade on **October 17, 2027**.

Your sponsorship helps continue this legacy and grow our impact for years to come. We invite you to join us in making this year's events one for the history books by reviewing the enclosed sponsorship opportunities. As always, participation in the parade is FREE!

Thank you for your ongoing support – we look forward to celebrating with you this summer!

With appreciation,

Paul Chojnacki

Chairman, Turning Point Parade Committee

turningpointschuylerville@gmail.com

(518) 223 – 3455

Rosemary Roberts

Festival Coordinator

turningpointschuylerville@gmail.com



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Deadline: Friday, July 3

SPONSORSHIP LEVELS & BENEFITS	REVOLUTIONARY \$5,000	PLATINUM \$1,000	GOLD \$500	SILVER \$350
Recognized by announcer at event	X	X	X	X
Website listing with link	X	X	X	X listing only
Social media posts with tag	X individual post	X individual post	X individual post	X group post
Parade Banner	X	X	X	
Festival Banner	X	X		
Press releases and radio mention	X			

Yes! I would like to support the 31st Annual Turning Point Parade & Festival!

Sponsor/Business Name: _____

Contact Person: _____

Phone: _____ **Email:** _____

Mailing Address: _____

Sponsorship Level (check one):

- Revolutionary - \$5,000+
- Platinum - \$1,000+
- Gold - \$500
- Silver - \$350+
- Custom Contribution: \$ _____

Checks made out to the **TURNING POINT PARADE** can be sent to: Amanda Brill, Treasurer, PO Box 8, Victory Mills, NY 12884

Please return this form along with payment by Friday, July 3, 2026 for proper recognition of sponsorship. We would be delighted if you could have folks from your organization carry your banner!

If applicable to sponsorship level, email a high resolution logo (.png, .jpg, .ai) to turningpointschuylerville@gmail.com if this is your first year having a banner.

We appreciate your support and look forward to seeing you at the parade!

The annual Turning Point Parade will take place on Sunday, August 2, 2026 at 1:00pm followed by the festival on Saturday, August 8, 2026 at 4:00pm.



THE 31st ANNUAL TURNING POINT PARADE & FESTIVAL

Parade Unit Application

Sunday, August 2, 2026 in Schuylerville, NY

Hosted by the Turning Point Parade Committee

Thank you for your interest in participating in this year's parade! All parade entries must submit a completed application for review. Applications are subject to approval by the Parade Committee to ensure alignment with event guidelines and safety requirements. Confirmation will be sent upon acceptance.

Return by July 20, 2026 to:

Turning Point Parade Committee

223 Haas Rd, Schuylerville NY 12871

Or email to: turningpointshuylerville@gmail.com

Unit Information

Name of Group/Organization: _____

Contact Person: _____

Phone: _____ **Email:** _____

Mailing Address: _____

Unit Type (check one):

- Marching Band
- Civic/Community Group
- Veterans/Military Unit
- Dance/Cheer/Performance Group
- Float
- Antique Vehicle
- Equestrian
- Fire/EMS/First Responders
- Business or Sponsor Entry
- Banner Carriers (all ages)
- Other: _____

Approximate Number of Participants: _____ Length of Unit (in feet): _____

Will your unit have music? Yes No

Will your unit distribute candy or handouts? Yes No

Special Requirements/Requests: _____

The Turning Point Parade Committee reserves the right to refuse, limit, or revoke participation at any time if an applicant fails to comply with event rules, safety requirements, local regulations, or conduct standards. Submission of an application constitutes agreement to abide by all parade policies and committee decisions. For any questions, please contact the Parade Committee Chairman.