

**SPIRIT
OF AMERICA**
PRODUCTIONS

**COME JOIN
THE MAGIC!**

**USE CODE
AMERICAN**



PERFORM IN THE 2022 MACY'S THANKSGIVING DAY PARADE

A vibrant, high-angle photograph of Times Square in New York City. The scene is filled with tall, modern skyscrapers and a dense array of colorful billboards and advertisements. In the foreground, a red double-decker bus is visible on the left, and a statue stands on a pedestal in the center. The street is crowded with pedestrians, and the overall atmosphere is one of a bustling, iconic urban environment.

**WELCOME TO
NEW YORK!**

"I've watched Gossip Girl, I've watched Breakfast at Tiffany's, I have watched every single movie that happens in New York City, and now that I'm finally here I'm going to go to all of those places and recreate everything!" -Addi, Texas



LIVE THE DREAM

PERFORM IN THE 2022 MACY'S THANKSGIVING DAY PARADE

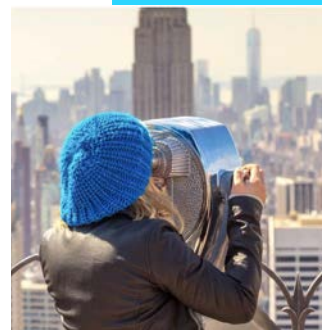
At Spirit of America Productions, we make BIG DREAMS come true for cheerleaders, dancers and their families. Each year we produce two performances in the iconic Macy's Thanksgiving Day Parade.

EXPERIENCE THE MAGIC OF NYC

- ★ Empire State Building Tour
- ★ Statue of Liberty Harbor Cruise
- ★ Radio City Music Hall Christmas Spectacular

PLUS:

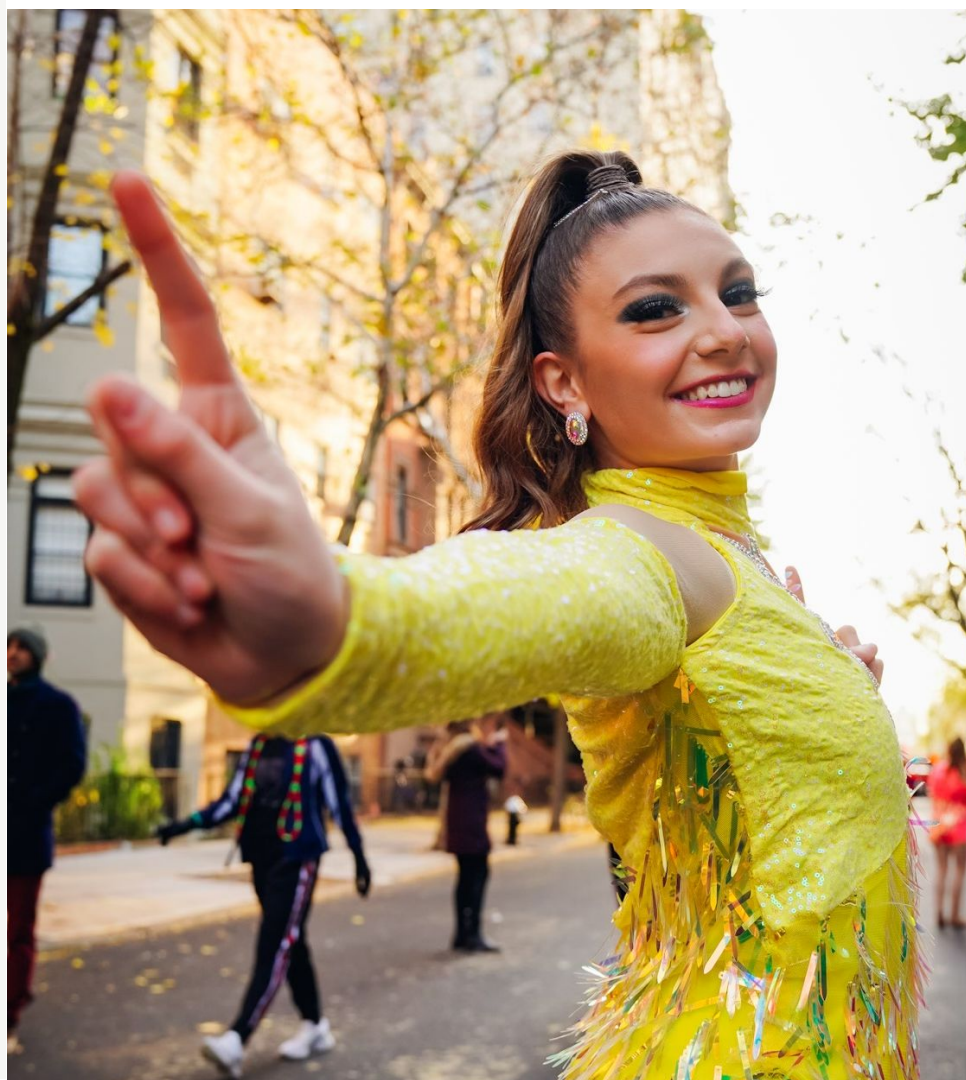
- ★ Broadway Shows
- ★ Ice Skating at Rockefeller Center
- ★ Shopping in Times Square



"Best. Week. Ever."

Nothing compares to the one-of-a-kind experience of performing in the ICONIC Macy's Thanksgiving Day Parade! This was my first trip ever to New York City and I couldn't have imagined a more memorable and magical experience!

*Krista G. • Dallas, TX
High School Dance Performer*





TRIP ITINERARY

6 nights

SATURDAY

Arrive in New York City!
Orientation, check into rooms,
evening rehearsal.

SUNDAY

Breakfast, rehearsal, Broadway
show, dinner in Times Square,
evening rehearsal.

MONDAY

Breakfast, Statue of Liberty harbor cruise, ride
the subway, 9/11 Memorial, shopping in Times
Square or “check out” with parent or chaperone,
dinner, NBC and Macy’s performance
rehearsal, feel like a movie star on set for NBC!



TRIP ITINERARY

6 nights

TUESDAY

Radio City Music Hall Christmas Spectacular, 5th Avenue shopping, ice skating at Rockefeller Center, a great night to add another Broadway show!

WEDNESDAY

See the Empire State Building, go sightseeing, visit Central Park, premiere dress rehearsal performance in the grand ballroom at the Hilton.

THURSDAY

Happy Thanksgiving! Early rehearsal, subway ride to Parade, walk/performance as a featured “star” from 9am until noon. Relax in your room or “check out” in the afternoon followed by the Spread The Spirit Celebration in the grand ballroom at the Hilton.

“THIS PARADE IS AN INSTITUTION.”

The first time I walked down the Parade route, and you're looking up at the sky, and you're seeing people looking down at you from buildings and clapping and so excited to see you in the Parade, that's when I went "Oh My God am I really a part of this?!" That was the moment for me, that's when I knew I wanted to keep doing this as long as I can. And this is my 16th year. It's selfish, for me I get to see all my friends from all over and catch up once a year, and share this great city with a new bunch of kids and see the wonder and excitement in their eyes. It's like the first time every time. Spirit of America staff is a second family, we all love doing this every year, providing the opportunity for the kids to have this experience.

*Morton Bergue. • Dallas, TX
16 Year Veteran SOA Staff Member*



STAY IN THE CENTER OF IT ALL!



Our hotel is right on the Parade route!
Spend 6 nights in midtown Manhattan and be
within walking distance to 5th Ave, Central
Park, Radio City Music Hall, MOMA, Times
Square and Broadway.



ACCOMMODATIONS:
New York Hilton Midtown
1335 Avenue of the Americas
between 53rd & 54th

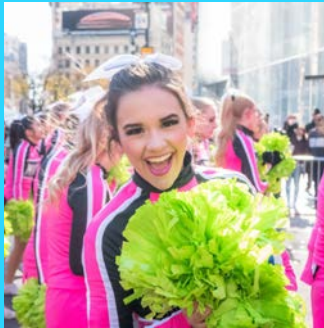
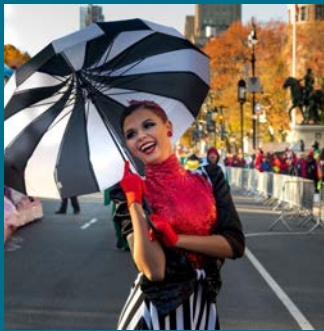
WHAT'S INCLUDED

PERFORMER

Must be 13-18 years of age to perform.

Participation in the 96th Annual Macy's Thanksgiving Day Parade®	Professionally-choreographed performance routine
Six (6) nights accommodations at the centrally located New York Hilton Midtown	Parade costume/uniform + performance tights
Five (5) Meal Coupons	Parade makeup kit
Baggage gratuity for one (1) suitcase	Event pin, book & nametag
Empire State Building admission	Event bag
Statue of Liberty Harbor Cruise	Event sweatshirt
9/11 Memorial Area	Event jacket with commemorative Parade patch
Broadway Show ticket	Event footage of activities including Parade performance
Radio City Music Hall Christmas Spectacular ticket	Staff chaperone 1:25 ratio
New York City Subway Metro Pass	Event Staff on-site 24 hours a day





PACKAGE PRICING*

QUAD
\$2,525.00
per person

4 to a room
2 beds

TRIPLE
\$2,825.00
per person

3 to a room
1 bed
1 roll away bed

DOUBLE
\$3,425.00
per person

2 to a room
1 bed

**Does not include airfare or transportation to and from hotel and airport.*

SPECTATOR PACKAGE



PACKAGE INCLUDES:

Six (6) nights accommodations at the centrally located New York Hilton Midtown
Five (5) Meal Coupons
Baggage gratuity for one (1) suitcase
Big Apple City Tour
Metropolitan Museum of Art admission
Empire State Building admission
Statue of Liberty Harbor Cruise
9/11 Memorial area
Broadway Show ticket
Radio City Music Hall Christmas Spectacular ticket
New York City Subway Metro Pass
Event pin
Event book
Event name tag
Event bag
Event sweatshirt
Event Staff on-site 24 hours a day

Performers and coaches can travel with family and friends! Spectator packages are for parents, siblings, and friends who want to experience the trip but will not perform in the Parade. Package pricing is the same as performers and coaches.

PACKAGE PRICING*

QUAD
\$2,525.00
per person

4 to a room
2 beds

TRIPLE
\$2,825.00
per person

3 to a room
1 bed
1 roll away bed

DOUBLE
\$3,425.00
per person

2 to a room
1 bed

SINGLE
\$4,325.00
per person

1 to a room
1 bed

**Does not include airfare or transportation to and from hotel and airport.*

COACH/DIRECTOR PACKAGE



We have included these exclusive items for our Coach/Director package:

- Commemorative Coach/Director Event Jacket
- Coach/Director Welcome Gift
- Coach/Director Reception
- Rehearsal Viewing Pass

In addition, these items are included in the package:

- Six (6) nights accommodations at the centrally located New York Hilton Midtown
- Five (5) Meal Coupons
- Baggage gratuity for one (1) suitcase
- Big Apple City Tour
- Metropolitan Museum of Art admission
- Empire State Building admission
- Statue of Liberty Harbor Cruise
- 9/11 Memorial area
- Broadway Show ticket
- Radio City Music Hall Christmas Spectacular ticket
- New York City Subway Metro Pass
- Event pin
- Event book
- Event name tag
- Event bag
- Event sweatshirt
- Event Staff on-site 24 hours a day

Our Coach/Director package is available for Coaches and Directors that wish to experience the excitement and energy of New York City during the Holidays with their performers. It is not a requirement for a Coach/Director to attend, however, keep in mind when you register 25 Performers/Spectators you will receive a complimentary quad package. You can apply this to an upgraded package.

PACKAGE PRICING*

QUAD
\$2,525.00
per person

4 to a room
2 beds

TRIPLE
\$2,825.00
per person

3 to a room
1 bed
1 roll away bed

DOUBLE
\$3,425.00
per person

2 to a room
1 bed

SINGLE
\$4,325.00
per person

1 to a room
1 bed

**Does not include airfare or transportation to and from hotel and airport.*

TICKET ONLY PACKAGE



TICKET ONLY PACKAGE INCLUDES:

- Big Apple City Tour
- Metropolitan Museum of Art admission
- Empire State Building admission
- Statue of Liberty Harbor Cruise
- 9/11 Memorial area
- Broadway Show ticket
- Radio City Music Hall Christmas Spectacular ticket
- New York City Subway Metro Pass
- Event pin
- Event book
- Event name tag
- Event Staff on-site 24 hours a day

PACKAGE PRICING*

TICKET
ONLY

\$1,225.00
per person

Does not include hotel accommodations, meals, airfare or transportation to and from hotel and airport.

SOA'S MIKE MILLER HISTORY



1986

Mike Miller secures first ever opportunity for dancers to perform in the Macy's Thanksgiving Day parade

301 Dance drill team officers from across the country, representing NCA Superstar, performed in the 60th Anniversary Macy's Thanksgiving Day Parade.

1989

NCA Cheerleaders were added and they "saved the parade"

Miller's second production added for cheerleaders. That year it snowed and many parade volunteers were unable to attend due to weather. Parade director Jean McFaddin said the cheerleaders "saved the parade" that year as NCA cheerleaders stepped in as balloon handlers. Mike Miller was then awarded the Macy's Rolle Award for outstanding parade contributions.

1994, 1997

Mike Miller awarded "The Directors Award"

2007

Mike Miller awarded The Macy's Special Achievement Award granting his dancers and cheerleaders the only permanent performance in the parade besides santa claus and the world famous Rockettes. A month later he passed away. During his lifetime he provided a once-in-a-lifetime opportunity for over 22,000 performers. We are continuing his magic!

YOUR EVENT PRODUCERS



Laura Davis
Owner

As a former instructor for 16 years with NCA Superstar, Laura became NCA's Curriculum Coordinator. Laura has a degree in dance and a masters degree in Physical Education. Over the years, she has choreographed pre-game and half-time shows for bowl games like Aloha Bowl and Cotton Bowl, and done extensive choreography for Mike Miller & Associates for The Macy's Thanksgiving Day Parade. Laura has over 35 years of experience with The Macy's Thanksgiving Day Parade, now as co-owner of Spirit of America Productions.



Roger Hayes
Owner

Former cheerleader and collegiate All American, Roger was a NCA instructor and choreographed cheer performances for Mike Miller and Associates for the Macy's Thanksgiving Day Parade for over 15 years. He has also choreographed the St. Patrick's Day Parade in Dublin, Ireland and London's Grand Christmas Parade.

Roger is the former owner of America's Best Cheer and Dance that conducted camps and championships nationwide.

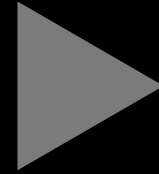




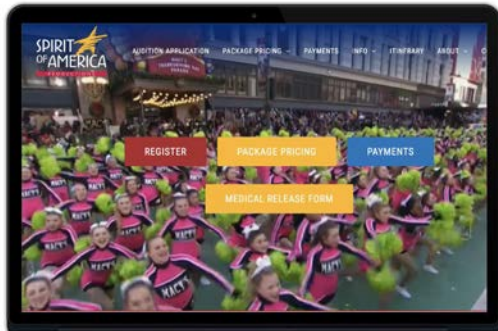
**REGISTER
NOW!**

spiritofamericaproductions.com

**REGISTER
NOW!**



CLICK TO PLAY



Visit SpiritOfAmericaProductions.com and click REGISTER

**USE CODE
AMERICAN**



CONTACT US



Email

macys@spiritofamericaproductions.com



Phone Number

214-692-5596

214-802-5534



Location

3839 McKinney Avenue Suites 155-227

Dallas, Texas 75204

We are the *premier participant Parade opportunity* for cheerleaders and dancers, going above and beyond to create a full week of memories that last a lifetime.

