

Parade Sponsorship Anyone?



Parade Sponsorship Anyone?

*“Good Will Ambassadors Working Throughout The Tampa Bay Community,
Civic Minded Through Our Volunteer Service.”*

Dear Sir or Madam,

The Krewe of Alegria is writing to invite you to become a corporate sponsor of the Krewe of Alegria for the upcoming 2010 parade season in Tampa. We are the first all women krewe in Tampa and we are comprised of approximately fifty professional women from the Tampa Bay area, many of whom are business owners looking for a way to become involved in this close knit community that we love! We have participated in the Gasparilla Day Parade, The Krewe of Sant’ Yago Knight Parade and the Rough Riders St. Patrick’s Night Parade since 1986. Attendance for these parades is great and exposure at these events would benefit your business greatly.

Certainly one of the main purposes of our krewe is to serve in our community through volunteer service alongside other charitable organizations. With this in mind, we are proud to announce to you that we have our own 501(c)3 charity entitled Alegria’s Kickin’ for Kids for which we do fund raising throughout the year which in turn enables us the purchasing power to provide new shoes for hundreds of needy children in the Tampa Bay area annually.

The price to you and benefit for sponsorship is as follows:

THIS SPONSORSHIP HAS BEEN FILLED BY KILBRIDE INSURANCE

*Primary Gasparilla Day Parade Sponsorship, January 30, 2010 - **PURCHASE DEADLINE OCTOBER 15, 2009***

\$2,500.00 for parade and would include the following benefits for your organization:

- 4 representatives from your organization to ride with us on the float; costumes not provided*
- 48 dozen specialty disk throw beads imprinted with your name, logo and contact information in one color on the back side of our Alegria’s Kickin’ for Kids disk bead (see at right; one side imprint of specialty bead value is 495.00)
- Sponsorship recognition on our website
- Sponsorship recognition and promotion of your organization at our krewe events
- Two banners for float measuring c. 18” x 72” with your name and logo (valued at c.\$150.00)

THIS SPONSORSHIP HAS BEEN FILLED BY EXPLORER INSURANCE:

*Secondary Gasparilla Day Parade Sponsorship, January 30, 2010 - **PURCHASE DEADLINE OCTOBER 15, 2009***

\$2,000.00 for parade and would include the following benefits for your organization:

- 2 representatives from your organization to ride with us on the float; costumes not provided*
- 48 dozen specialty disk throw beads imprinted with your name, logo and contact information in one color on the back side of our Alegria’s Kickin’ for Kids disk bead (see at right; one side imprint of specialty bead value is 495.00)
- Sponsorship recognition on our website

*Sant’ Yago Knight Parade Sponsorship, February 6, 2010 - **PURCHASE DEADLINE JANUARY 20, 2010***

\$1,500.00 for parade and would include the following benefits for your organization:

- 2 representatives from your organization to ride with us on the float; costumes not provided*
- 250 specialty cups imprinted with your name, logo and contact information in one color plus one case generic throw beads (AKforK logo on back)
- Sponsorship recognition on our website

*Rough Riders St. Patrick’s Night Parade Sponsorship, March 13, 2010 - **PURCHASE DEADLINE FEBRUARY 24, 2010***

\$1,500.00 for parade and would include the following benefits for your organization:

- 2 representatives from your organization to ride with us on the float; costumes not provided*
- 250 specialty cups imprinted with your name, logo and contact information in one color plus one case generic throw beads (AKforK logo on back)
- Sponsorship recognition on our website

We sincerely hope that you consider this opportunity to benefit your organization through this public venue while at the same time helping support our beloved charity Alegria’s Kickin’ for Kids.

Sincerely,

Dyann “Rocky” Valdez, President

***Participants must be 21 years of age for all parades.**



(any one color)