



***Mardi Gras on Mainstreet  
Dog Masquerade Parade  
Krewe of Amalee  
P.O. Box 256  
DeLand, FL 32721-0256***

Date  
Name  
address

Dear

The 20<sup>th</sup> Annual Mardi Gras on Main Street Dog Masquerade Parade and street festivities, sponsored by the Krewe of Amalee, Inc, will be held in downtown DeLand on Saturday, January 27, 2018. The theme is “*Hollywood Hounds*.” The parade is possible because of the generosity of community leaders and individuals like you (see attached). **Please help us treat the community to a day of fun by becoming a sponsor for this popular event in 2018.**

The Krewe of Amalee spends months planning every detail of this fun-filled day, including building elaborate New Orleans style floats. We also coordinate a one-of-a-kind lineup of well-dressed pups and their partners to strut down Woodland Boulevard to Indiana Ave. where food and entertainment for children, adults and their four-legged friends abound. The event attracts an estimated 30,000 people each year, bringing business to our downtown merchants and restaurants.

The Krewe of Amalee is a 501(c)(3) non-profit women's organization. This year, 18 local charities (see attached) benefited from the Krewe of Amalee and our sponsors' generosity.

Attached are the sponsor levels for the 2018 Mardi Gras on Main Street Dog Masquerade Parade and a sponsorship commitment form. Please return commitment form with your sponsor level noted. As an added bonus, sponsors donating \$1000 or more will receive a complimentary vendor space with a table, two chairs and a tent.

Our website identifies our sponsors with a link to their website. You can check it out at [www.dogparadedeland.com](http://www.dogparadedeland.com). The publicity through our website for a full year and at the event itself is worth the cost of sponsorship!

We are excited for you to be part of the biggest and best downtown event of the year while partnering with us to provide needed support to local charities. **Please let us know by September 15, 2017 if you will join us as a sponsor.** Payment is not due until November 15, 2017, but the date can be extended upon request. It helps to identify sponsors early so we can plan and print promotional material.

If you have any questions,, please contact Mary Ellen Early (386-734-7681; meearly@earthlink.net) or Ginger B. McCormick (386-547-3318; ginger@gmccormickcpa.com).

Sincerely,

*Mary Ellen and Ginger*

Mary Ellen Early and Ginger B. McCormick, Sponsorship Co-chairs

*“Hollywood Hounds”*  
**2018 Mardi Gras on Mainstreet Dog Parade Sponsor Levels**

**Blue Ribbon Sponsor - \$5,000**

- Parade Grand Marshal
- Headlined as main event sponsor
- Large print name and / or logo on main street road banner
- Name and / or logo on all forms of advertising and publicity—TV, radio, newspaper, programs, poster, flyers
- Recognition on homepage website with name/logo link for one year
- 10 X 10 vendor spot & table, (2) chairs, and tent
- One free float/parade entry (sponsor provides float)
- Name and/or logo in primary spot on theme designed t-shirts
- Two tickets to the Sponsor/Royalty Brunch the morning of the parade
- Business name associated with King and Queen dog winners
- Sponsor recognition at parade stage and street festivities
- Two theme designed t-shirts
- Framed collector’s event poster
- Three cases of beads
- First right to sponsorship next year
- Two invitations to the authentic Krewe of Amalee Ball on Saturday , February 10, 2018

**Red Ribbon Sponsor- \$2,500**

- Name and / or logo on main street road banner
- Name and / or logo on all forms of advertising and publicity – TV, radio, newspaper, programs, posters flyers
- Recognition on homepage website with name / or logo link for one year
- 10 X 10 vendor spot & table,(2) chairs, and tent
- One representative to ride on a float advertising \$1000 and above sponsors
- One free float/parade entry (sponsor provides float)
- Two tickets to the Sponsor/Royalty Brunch the morning of the parade
- Name and / or logo on theme designed t-shirts
- Two cases of beads
- Sponsor recognition on main stage and street festivities
- First right to sponsorship next year
- Two theme designed t-shirt
- Framed collector’s event poster

### **Yellow Ribbon Sponsor - \$1,000**

- Name and / or logo on programs, posters, flyers
- Recognition on homepage website with name / logo link for one year
- 10 X 10 vendor spot & table, (2) chairs and tent
- Name and / or logo on themed designed t-shirts
- Two tickets to the Sponsor/Royalty Brunch the morning of the parade
- One representative to ride on a float advertising \$1000 and above sponsors
- One free float/parade entry (sponsor provides float)
- One case of beads
- Sponsor recognition on main stage and street festivities
- One theme designed t-shirt
- Framed collector's even poster

### **White Ribbon Sponsor - \$500**

- Name and / or logo on programs and flyers
- Recognition on homepage website with name/ logo link for one year
- (1) Theme designed t-shirt
- (2) tickets to designated food vendor on Indiana Ave. day of parade
- One free float / parade entry (sponsor provides float)
- Collector's event poster suitable for framing
- (1) bottle of wine with parade theme label

### **Green Ribbon Community Sponsor - \$250**

- Name and / or logo on programs and flyers
- Recognition on homepage website with name / logo link for one year
- One free float/ parade entry (sponsor provide float)
- (1) Theme designed t-shirt
- (1) bottle of wine with parade theme label

## MGOM 2017 SPONSORS

### **Blue Ribbon \$5000**

Deland Nissan

### **Red Ribbon \$2500**

MAINSTREET COMMUNITY BANK of Florida  
Orange City Racing & Card Club  
Parks Dermatology Center  
Total Comfort Heat and Air Conditioning, Inc.

### **Yellow Ribbon \$1000**

Amanda Agnew, State Farm Agent  
Byte Bistro  
Chris Mears and Associates, Inc.  
CountrySide Lakes Assisted Living  
DeLand Animal Hospital  
ERA Grizzard Real Estate  
Florida Credit Union  
FLORIDA HOSPITAL Deland  
Huddleston & Associates, P.A.  
Independent Printing  
Launch Federal Credit Union  
Page Insurance Agency  
Surety Bank

### **White Ribbon \$500**

A Chair Affair, Inc.  
Advanced Urology Institute  
Affiliated Veterinary Specialists-Daytona  
Coldwell Banker Premier Properties, Deland  
Dermott & Dorothy Rogers  
McDonald's Deland  
Spring Oaks Animal Care Center  
Vitas Healthcare

### **Green Ribbon \$250**

Bemco Pools & Spas, Inc.  
Boulevard Tire  
Chick-fil-A  
Debra Gaffney, A.P.C.C.P.A.  
Dickinson & McDonald, CPAs  
FloridaWild Veterinary Hospital  
Ginger B. McCormick, CPA  
Grrs & Purrs  
Matt's Pool Service, Inc.  
The Elusive Grape  
Romines, Inc.  
Sharpe Family  
Dr. Anthony J. Visconti III, DMD

***2018 Mardi Gras on Mainstreet Dog Masquerade Parade  
Sponsor Commitment Form***

**Name of Business:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**E-mail address:** \_\_\_\_\_

**Please Indicate Sponsorship Level**

- \_\_\_\_\_ **Blue Ribbon** -- \$5,000
- \_\_\_\_\_ **Red Ribbon** -- \$2,500
- \_\_\_\_\_ **Yellow Ribbon** -- \$1,000
- \_\_\_\_\_ **White Ribbon** -- \$500
- \_\_\_\_\_ **Green Ribbon** -- \$250

Please indicate with an X if you plan to: (1) enter a float \_\_\_\_\_ (2) decorated vehicle \_\_\_\_\_ or (3) walk with a group in the parade. \_\_\_\_\_ (NO FEE FOR ALL SPONSOR LEVELS)

Do you plan to be a vendor on Indiana Ave.? \_\_\_\_\_yes \_\_\_\_\_no \_\_\_\_\_ (NO FEE FOR \$1000 AND ABOVE SPONSORS; \$500 & \$250 SPONSORS LEVELS ADDITIONAL FEE NOTED ON VENDOR REGISTRATION FORM APPLIES – SEE WEBSITE FOR DETAILS [www.dogparadedeland.com](http://www.dogparadedeland.com))

Size of theme T-shirt – please indicate ladies or men’s \_\_\_\_\_  
(2 FOR \$5000 AND \$2500 SPONSORS; 1 FOR ALL OTHERS)

**Please Fax completed form to Ginger C. McCormick ( 386-492-1844)  
or email to Mary Ellen Early ([mearly@earthlink.net](mailto:mearly@earthlink.net))**

Contributions are not due until November 15, 2017.  
Thank you for your generosity!

## **2017 Charities/Krewe of Amalee Recognition**

The parade costs approximately \$25,000 due to floats, insurance, security, storage, printing costs, fees, etc. Any remaining proceeds from the event and other Krewe fundraising initiatives are distributed to worthwhile local charities. This year's award recipients are shown below.

### **Charities for Animals:**

Furry Nation Foundation  
Journey's End Animal Sanctuary  
My Angel with Paws

### **Charities for Children and Families**

Begin Again Children's Grief Center  
Childhood Cancer Foundation  
Family Renew Community, Inc.  
4-Site, Inc.  
Free and Accepted Masons of FL  
Girls on the Run, Volusia County  
Good Samaritan Clinic  
ME STRONG  
Tall Cedars of Lebanon of NA  
Visitation House of DeLand  
Volusia 4-H  
Young Life of W. Volusia

### **Charities for the Arts:**

Athens Theater  
DeLand Museum  
Shoestring Theater