



To: Business Owners and Individuals

I am writing on behalf of the Annual African American Heritage Parade hosted by Dave Evans Campus to ask for your help with a sponsorship donation.

On, Sunday, September 22, 2013 we are holding the “African American Heritage Parade” where all Joliet communities come together and promote the positive aspects of the African American community. The parade route will be (City Center) downtown Joliet. Also, the Black Pride Picnic will be September 21, 2013 at Nowell Park (Mills Road Pavilion) There will literally be thousands of people at both of these events. Our entertainment is hosted by Smooth as Silk directed by Sidney Edwards. You don’t want to miss this array of diverse entertainment.

Again, costs for law enforcement services for the parade will cost Unity CDC more than \$4200.00. Other public safety and logical needs will be in excess of \$12,050.00 dollars. It is Important to receive these sponsorship donations as it reinforces an historic community event since 1978. This year our budget amount is estimated at \$14,000.00 We anticipate an audience of more than 2000 attendees at our picnic festivities and more than 6000 attendees at our parade event. The entire Joliet and Will county community are invited to participate in these activities. Furthermore, the entire community and Unity would be excited and pleased if you would be a Platinum sponsor and community partner of this historic event. To this end, we would be most appreciative of any amount you chose below:

- \$1000.00 PLATINUM COMMUNITY PARTNER**
 \$700 GOLD COMMUNITY PARTNER *
 \$500.00 BRONZE COMMUNITY PARTNER
 \$250 SILVER COMMUNITY PARTNER *
 \$Other COMMUNITY PARTNER

If you decide to contribute, let’s discuss some of our flexible marketing/branding opportunities below.

<p>\$1000.00 PLATINUM COMMUNITY PARTNER</p> <ul style="list-style-type: none"> • <u>Marketing and branding</u> <ul style="list-style-type: none"> ○ Logo in festival program guide ○ Prominent sponsor recognition in festival marketing material ○ Logo on website with reciprocal link to your website ○ Logo on at least 10 email blasts ○ Photo opportunities • Media advertising and publicity • <u>Outreach</u> <ul style="list-style-type: none"> ○ Networking opportunities with residents across Will County and beyond ○ Distribute your advertising ○ 2x8 Banner at picnic & parade with your logo. 	<p>\$700 GOLD COMMUNITY PARTNER</p> <ul style="list-style-type: none"> • <u>Marketing and branding</u> <ul style="list-style-type: none"> ○ Logo in festival program guide ○ Logo on at least 5 email blasts ○ Logo on website with reciprocal link to your website ○ Prominent sponsor recognition in festival marketing material • Media advertising and publicity • 2x6 Banner at Picnic & Parade with your logo <hr/> <p>\$500.00 BRONZE COMMUNITY PARTNER</p> <ul style="list-style-type: none"> • <u>Marketing and branding</u> <ul style="list-style-type: none"> ○ Logo in festival program guide ○ Logo on website with reciprocal link to your website ○ Logo on at least 5 email blasts 	<p>\$250.00 SILVER COMMUNITY PARTNER</p> <ul style="list-style-type: none"> • <u>Marketing and branding</u> <ul style="list-style-type: none"> ○ Logo in festival program guide ○ Logo on website with reciprocal link to your website <hr/> <p>\$\$\$ OTHER DONATION PARTNER</p>
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Please send your sponsorship donation with checks payable to Unity CDC Black Pride and mail to:
 Unity Community Development Corporation, Attention: Mac Willis, PO Box 1111, Joliet Illinois 60434, Phone: 815-722-9200

If you would like more information about this historic community sponsorship initiative, please contact me at 815-722-9200 or mwillis@unitycdc.org or visit us at www.unitycdc.org. Your consideration of our request would be appreciated.

Sincerely,
 Mac Willis
 Parade Director
 815-722-9200 Email: mwillis@unitycdc.org



June 1, 2013

To: Community Sponsor

Dave Evans Campus will launch the African American Heritage Festivities. This year, Unity Community Development Corporation and a host of volunteers will take the lead in coordinating the African American Heritage Picnic and Parade.

However, we need your support with donations or sponsorships.

As you may know, the late Dave L. Evans was the co-founder and Chairman of Joliet Black pride Inc., established in 1987 to promote the positive aspects of the African American community. Over the last 24 years, Black Pride has sponsored parades, recognition banquets, essay contests, youth activities, and neighborhood concerts. Last year Black Pride had 112 units in the parade, which made it one of the largest parades in Will County. Unity CDC is excited to continue this legacy.

We have established dates for the African American Heritage Picnic on Saturday, September 21, 2013 at Nowell Park, 5 Mills Road, Joliet, IL and the African American Heritage Parade, with a downtown Joliet route (City Center), on Sunday, September 22, 2013. More info visit www.unitycdc.org

You can get a table and sale your merchandise (except no food will be sold). Your merchandise vendor fee is \$50.00. For more info contact Mac Willis at 815-342-4870

It is critical to receive these donations as it reinforces an historic community event since 1978.

This year we are asking for your support by considering a donation or sponsorship.

If you decide to contribute, please send your donation with checks payable to Unity CDC and mail to:

Unity Community Development Corporation
Attention: Mac Willis
1 Doris Ave. (Front)
Joliet, Illinois 60433

If it is more convenient, you can make your payments via PayPal by visiting our website at www.unitycdc.org. If you would like more information about this initiative, please contact me at 815-342-4870 or mwillis@unitycdc.org. Your consideration of our request is appreciated.

In addition, we would like you to participate in the festivities. For detailed information and registration visit our website at: www.unitycdc.org/blackpridejoliet.html.

Thank you for your support,

Mac Willis
Parade Director
Cell: 815-342-4870