



St. Augustine Easter Week Festival

hosted by the

The St. Augustine Royal Family

Dear Friends,

The St. Augustine Royal Family and Easter Parade has been a family tradition bringing delight to children and families for 65 years. The floats and performances celebrate the things we love about our city and showcases local businesses, schools, and non-profit organizations.

Here are some amazing facts about SAEWF and Royal Family:

- The Organization travels to promote St. Augustine's History.
- It is a 501 (c) 3 Not-for-Profit charity
- There are no paid staff members. The SAEWF and Royal Family is completely organized and run by a handful of dedicated volunteers.

Here is another fact:

Parades are expensive, around \$17,000-20,000. Costs include, but are not limited to: liability insurance, traffic and crowd control, barricades, traffic signage, advertising, rental equipment, storage, and contract labor. Due to contemporary events, insurance and traffic/crowd control costs significantly increase each year.

In order to continue to provide this time honored tradition, we need corporate and private monetary sponsors.

This year's parade will be on Saturday, March 30, 2024, in downtown St. Augustine.

HOW CAN I HELP?

- **Become a Corporate or Private Sponsor.** A donation form and instructions are provided with this letter.
- **Raise Awareness:** Share this letter with everyone through emails, social media, and mail.
- **Support Our Sponsors**

Thank you in advance for your help and support.

Sincerely,

Tiffany Root

St. Augustine Easter Week Festival Treasurer

501(c)3 / EIN: 59-2910400

Questions: Email OldestCityEaster@gmail.com

Phone: (904) 373-7883

Web: www.OldestCityEaster.org

Facebook: <https://www.facebook.com/St-Augustine-Royal-Family-100936371433515/>

Instagram: https://instagram.com/st.augustine_royal_family

Monetary Sponsorship Levels

Platinum - \$5,000+

Advertising on social media
Parade announcement
Advertising on signage
Advertising at the Knighting Ceremony
Letter of Marque

Gold - \$2,500+

Advertising on social media
Parade announcement
Advertising on signage
Advertising at the Knighting Ceremony

Silver- \$1,000+

Advertising on social media
Parade announcement
Advertising on signage

Bronze - \$500+

Advertising on social media

Sponsorship Commitment

Company Name _____

Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-Mail _____

Sponsorship Levels

Platinum	\$5,000+	_____	Gold	\$2,500+	_____
Silver	\$1,000+	_____	Bronze	\$500+	_____

Method of Payment Cash _____ or Check _____ (Please make checks payable to: SAEWF)

or PayPal at [PayPal.Me/easterweekfestival](https://www.paypal.com/merchot/?x=1&from=paypal-merchant-site) _____

or Zelle using email OldestCityEaster@gmail.com _____

If mailing a check, please send to: P.O. Box 3631, St. Augustine, FL 32085

Please send a high-resolution copy of the logo you would prefer for us to use in advertising to OldestCityEaster@gmail.com.

Thank you for your sponsorship!