



**UNITY CDC CENTER FOR WORKING FAMILIES DAVE EVANS CAMPUS**

201 S. Briggs Street, Joliet, Illinois 60433 PH 815-722-9200 Fax 815-722-8559

[www.unitycdc.org](http://www.unitycdc.org)

To: Business Owners/Individuals

I am writing on behalf of the 24th Annual Black Pride Parade hosted by Unity Community Development Corporation to ask for your help with a sponsorship donation.

**On, Sunday, September 11, 2011 we are holding the “Black Pride of Joliet 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.**

Again, costs for law enforcement services for the parade will cost Unity CDC more than \$3500.00. Other public safety and logical needs will be in excess of \$7,050.00 dollars. It is Important to receive these sponsorship donations as it reinforces an historic community event since 1978. This year our budget amount is \$9600.00 We anticipate an audience of more than 1000 attendees at our picnic festivities and more than 4500 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><b>\$1000.00 PLATINUM COMMUNITY PARTNER</b></p> <ul style="list-style-type: none"> <li>• <u>Marketing and branding</u> <ul style="list-style-type: none"> <li>○ Logo in festival program guide</li> <li>○ Prominent sponsor recognition in festival marketing material</li> <li>○ Logo on website with reciprocal link to your website</li> <li>○ Logo on at least 10 email blasts</li> <li>○ Photo opportunities</li> </ul> </li> <li>• Media advertising and publicity</li> <li>• <u>Outreach</u> <ul style="list-style-type: none"> <li>○ Networking opportunities with residents across Will County and beyond</li> <li>○ Distribute your advertising</li> <li>○ 2x8 Banner at picnic &amp; parade with your logo.</li> </ul> </li> </ul>	<p><b>\$700 GOLD COMMUNITY PARTNER</b></p> <ul style="list-style-type: none"> <li>• <u>Marketing and branding</u> <ul style="list-style-type: none"> <li>○ Logo in festival program guide</li> <li>○ Logo on at least 5 email blasts</li> <li>○ Logo on website with reciprocal link to your website</li> <li>○ Prominent sponsor recognition in festival marketing material</li> </ul> </li> <li>• Media advertising and publicity</li> <li>• 2x6 Banner at Picnic &amp; Parade with your logo</li> </ul> <hr/> <p><b>\$500.00 BRONZE COMMUNITY PARTNER</b></p> <ul style="list-style-type: none"> <li>• <u>Marketing and branding</u> <ul style="list-style-type: none"> <li>○ Logo in festival program guide</li> <li>○ Logo on website with reciprocal link to your website</li> <li>○ Logo on at least 5 email blasts</li> </ul> </li> </ul>	<p><b>\$250.00 SILVER COMMUNITY PARTNER</b></p> <ul style="list-style-type: none"> <li>• <u>Marketing and branding</u> <ul style="list-style-type: none"> <li>○ Logo in festival program guide</li> <li>○ Logo on website with reciprocal link to your website</li> </ul> </li> </ul> <hr/> <p><b>\$\$\$ OTHER DONATION PARTNER</b></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, 201 S. Briggs Street, Joliet Illinois 60433, 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](mailto:mwillis@unitycdc.org) or visit us at [www.unitycdc.org](http://www.unitycdc.org). Your consideration of our request would be appreciated.

Sincerely,  
 Mac Willis  
 Event Project Manager  
 815-722-9200