



*“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 2017-18 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.

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 share with you that we have our own 501(c)3 charity entitled Alegria’s Kickin’ for Kids, Inc.<sup>SM</sup> 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. Attendance for these parades is great and exposure at these events would benefit your business greatly while helping us continue our charitable service.

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**PURCHASE DEADLINE FOR BOTH GASPARILLA PARADES - August 31, 2017**

Gasparilla Children’s Parade Sponsorship, January 20, 2018

and the Gasparilla Day Parade Sponsorship, January 27, 2018

\$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\*
- 2 cases of throw bead
- Sponsorship recognition on our website
- Sponsorship recognition and promotion of your organization at our krewe events
- Two banners for float measuring c. 18” x 24” with your name and logo

**RESERVED FOR  
A. KILBRIDE INSURANCE  
AUGUST 2017**

**Sant’ Yago Knight Parade Sponsorship, February 10, 2018 - PURCHASE DEADLINE February 1, 2018**

\$1,000.00 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\*
- 1 case of throw beads
- Sponsorship recognition on our website and at our krewe events

**Rough Riders St. Patrick’s Night Parade Sponsorship, March 17, 2018 - PURCHASE DEADLINE March 1, 2018**

\$1,000.00 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\*
- 1 case of throw beads
- Sponsorship recognition on our website and at our krewe events

**Major  
Tampa  
Parades**

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**Downtown Tampa Holiday Parade Sponsorship, December 2, 2017 - PURCHASE DEADLINE November 1, 2017**

\$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 and throw beads not provided\*
- Sponsorship recognition on our website

**Tampa Pride Parade - Ybor, March 24, 2018 - PURCHASE DEADLINE March 1, 2018**

\$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 and throw beads not provided\*
- Sponsorship recognition on our website

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**We sincerely hope that you consider this opportunity to benefit your organization through one of these public venues and at the same time, provide support to Alegria Group, Inc. and Alegria’s Kickin’ for Kids, Inc.<sup>SM</sup>.**

*Additional opportunities to sponsor our krewe include our annual fall fund raiser,  
Share the Love -November 4, 2017, The Cutest Pirate Dog Contest-January 13, 2018, and others.*

Sincerely,

Rocky Valdez, President

**\*\*Participants must be 21 years of age for all parades except the children’s day parade.**

Alegria Group, Inc. • P.O. Box 8703 • Tampa, FL 34674 • [kreweofalegria@verizon.net](mailto:kreweofalegria@verizon.net) • [www.kreweofalegria.com](http://www.kreweofalegria.com)



# 2017-18 Krewe of Alegria Sponsor Application

**Join Us For A Terrific Time!**

**Select a Parade:**

Gasparilla Children's  
and YMKG Day Parade  
January 20 & 27, 2018

Sant' Yago  
Knight Parade  
February 10, 2018

St. Patrick's  
Night Parade  
March 17, 2018

Downtown  
Holiday Parade  
December 2, 2017

Tampa Pride  
Parade - Ybor  
March 24, 2018

**RESERVED**  
**A. KIEBRIDE INSURANCE**

**Application and Fee Due:**

Due August 31, 2017  
\$2,500.00

Due February 1, 2018  
\$1,000.00

Due March 1, 2018  
\$1,000.00

Due November 1, 2017  
\$500.00

Due March 1, 2018  
\$500.00

Contact Name \_\_\_\_\_ Phone \_\_\_\_\_

Business Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_ E-mail \_\_\_\_\_

Names of parade attendees from your organization: \_\_\_\_\_

\_\_\_\_\_

Tell us a little about your business: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

*I agree to abide by all rules and regulations set forth by Alegria Group, Inc. and to abide by all rules and regulations by parade officials per designated parade in regards to parade behavior, attire and safety.*

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Send application and check for amount designated per parade made payable to Alegria Group, Inc.**

**Alegria Group, Inc. • PO Box 8703 • Tampa, FL 34674**

*or fill out form and e-mail to [kreweofalegria@verizon.net](mailto:kreweofalegria@verizon.net)*

*and PAY ONLINE via **PayPal**® (a small service fee will be assessed)*