



LetterPeople.io

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Dear Friends,

Sonoma County's 31st annual Pride Parade will take place on Saturday, June 2nd, 2018 in the Downtown Santa Rosa Square. It is forecasted to attract 4000+ people. Last year, Letter People was proud to take home **1st prize in the float competition**, and we are excited to get started on this year's creation!

What is Letter People?

Letter People is a business and social community founded in 2015. Our aim is to empower and educate the LGBTQ+ professional community by hosting mixers and talks, providing outreach and mentorship opportunities for the purpose of nurturing business growth, and creating resources to learn, inform, and inspire. We are an all-volunteer run group that relies on the generosity of local businesses and supporters to help fund our goals.

We are looking for community members like you to support Letter People's participation in this year's Pride parade!

Ways to get involved:

Become a Sponsor: For a contribution of **\$500 or more**, your name and/or business name will be displayed on our Pride float, as well as on the Letter People website, and social media. (See below for more details on sponsorship levels.) Your donation is tax deductible.

Donate to Materials: In-kind donations are welcome! Purchase a **gift card** to our favorite local hardware store, Friedman's Home Improvement. We will use gift cards to purchase paint, hardware, and building materials. Help us save on construction costs and create a fabulous work of art!

Thank you in advance for your support! We hope to see you at the 31st annual Sonoma County Pride Parade in June. Please feel free to contact us with any questions

Warmly,
Letter People

Sponsorship Benefits

- Central Location with easy access to hotels, Smart Train and transportation
- Increased population from last year to 4,000+ pridegoers expected this year
- More activities and events for all ages will attract a wider audience
- Parade route down 4th street ending at Courthouse Square allows for more visibility



Letter People 2017 Popsicle Stand Float



Letter People 2017 First Place Winners

Sponsorship Levels

\$1,000+

Logo Posted on Letter People Website alongside other donors

Logo on Float for Pride Parade

Special Post Facebook Page for Week leading up to Pride as well as week following Pride

March with us at Pride

Special Recognition at our next Mixer

Special Recognition at our next Luncheon

\$500

Logo Posted on Letter People Website alongside other donors

Logo on Float for Pride Parade

Special Post Facebook Page for Week leading up to Pride as well as week following Pride

March with us at Pride

Gift Card to Friedman's Home Improvement

Give Any Amount to get Special Recognition at our next Mixer (\$500 and \$1000 amount awarded at levels above)

Friedman's Locations:

<https://www.friedmanshome.com/locations/>

Sponsorship Form

*Please fill out the form below and mail with payment. We will send you a thank you letter with tax deductible info for your records.

Name: _____

Company/Personal Address: _____

Phone Number: _____

Email Address: _____

Donation Amount (circle one): \$500 \$1000+ Gift Card: Amount \$ _____

Make checks payable to our fiscal sponsor: Peace and Justice Center of Sonoma County

Mail checks and Gift Cards to: Flight, 6 W 9th Street, Santa Rosa CA 95401

Will you be marching with us at Pride? Yes No

Sponsor name as you would like it to appear on Float/Website/Facebook:

Do you have a specific logo you would like us to use on our website: Yes No

If yes, please send graphic to info@flight.io