

Our Lady of the
Holy Rosary-St. Richard Catholic Church & School



"United through the Cross"

January 20h, 2012

Dear member of the Holy Rosary St. Richard family,

Many of you already know that the Holy Rosary St. Richard Carnival is an annual tradition event that draws a large attendance to our Church and School. It is an occasion that attracts thousands of visitors representing multiple communities of all ages that include current and former school parents, students, alumni, relatives, and friends. This unique event happens only once a year, and at no other time does our school have so many diverse individuals gathered in one place.

This year, for the first time ever, we would like to offer businesses and organizations the opportunity to promote themselves with a sponsorship. It is an opportunity not to be missed where you can position your brand name before our diverse school community. As one of the first Catholic schools in South Florida, our community has members of all work sectors that include medical, business, law, banking, technology, industrial, service, and others. In addition, festival participants come from all positions and purchasing power levels, including executive and managerial.

A sponsorship will enable your business or organization to reach our broad spectrum of festival participants and will be added to our official Carnival Business Directory. Please take a moment to review the three sponsorship levels on the next page to determine which one is best for you, and return the completed *Sponsorship Selection* section **by February 7th, 2012**.

Don't miss out on this unique opportunity to promote and showcase your brand! Please contact Michelle Hatem, Carnival Sponsorship Coordinator, at michelle.hrsr.carnival@gmail.com with any questions or concerns.

Cordially,

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North Campus—Church

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Tel (305) 233-8711 Fax (305) 254-2756

www.holyrosarystrichard.org

South Campus—School

18455 Franjo Road
Cutler Bay, FL 33157

Tel (305) 235-5442 Fax (305) 235-5670

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2012 Holy Rosary St. Richard Carnival Sponsorship

\$2,500 “Gold” Level Opportunity

- **Carnival event sponsored by business and credited in all publications and promotions**
- full page back cover of official 2012 Carnival business directory
- business featured on banners at areas with the highest traffic of people
- business logo prominently displayed on official festival t-shirt
- sponsorship listing in preprinted materials and school event webpage
- sponsorship listing on invitation and promotion emails leading up to event
- periodic announcements of sponsorship through loudspeaker system (“MC callouts”) during festival
- 6 complimentary wristbands to “Ride all Rides All Weekend”

\$500 “Silver” Level Opportunity (Limited to 15)

- all of the above except:
 - four, rather than six complimentary wristbands to “Ride all Rides All Weekend”.
(\$200 value!)
 - business featured inside official 2012 Carnival business directory rather than back cover
 - Carnival event sponsored by business

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