

Mardi Gras

10TH ANNIVERSARY



United Way
of Calvert County

November 2009

Dear Community Partner,

It's hard to believe – 10 Years! The United Way of Calvert County is celebrating 10 Years of masquerading, mayhem and merriment all on March 13, 2010 at the Show Place Arena. Join over 500 Mardi Gras revelers, stepping out for an enchanted evening of fine cuisine and cocktails, stilt walkers, and theatrical performers. Dance to New Orleans-style R&B with the famed Tom Principato Band and see the crowning of this year's King and Queen of Mardi Gras. Experience the excitement when one lucky Grand Prize winner takes home the keys to a stunning Mercedes Benz SLK Convertible, donated by Family Auto Care. This year's event promises lots of surprises but most importantly you have the chance to improve lives and build stronger communities- at the heart of United Way of Calvert County. ***Mark your calendar for Saturday, March 13th, 2010, 7:00 – 11:00 PM!***

Reaching outside of oneself to impact change is how we LIVE UNITED – Being a part of Mardi Gras is a fun way to be a part of the change... United Way of Calvert County brings people and resources together to create long-lasting change and prevent problems from happening in the first place. Last year with the support of United Way, 1,600 youth participated in character development activities, 1,285 individuals received crisis intervention to avoid homelessness, and 55 women were sheltered from domestic violence. ***We need your help because it takes the whole community working together to get positive results.***

From the streets of New Orleans to the silver screen, our business sponsor packages, market your business and position your company as a good corporate neighbor. As our community grows and faces increasing needs, we are challenged to meet those needs with new resources. It is our goal to raise \$100,000 this year! ***Please help us reach our goal with your sponsorship commitment today.***

Please call us if you have any questions. We would be delighted to talk with you more about the United Way of Calvert County's 2010 Mardi Gras.

Sincerely,

Handwritten signature of Kelly Chambers in black ink.

Kelly Chambers
Chief Executive Officer
United Way of Calvert County

Handwritten signatures of Tommy Godbold and Maria Buehler in black ink.

Tommy Godbold and Maria Buehler
2009 Mardi Gras King and Queen
2009 Mardi Gras Co-Chairs

GIVE. ADVOCATE. VOLUNTEER.

LIVE UNITED

www.UnitedWayMardiGras.com

Yes! I'd like to help the United Way's 10th Mardi Gras Celebration, March 13, 2010

Sponsorship:

- Royal Crown Sponsor - \$15,000
- Court Sponsor - \$10,000
- Carnival Sponsor - \$5,000
- Marquis Diamond Sponsor - \$3,000
- 24K Gold - \$1,850
- Emerald - \$850
- Ruby - \$450
- Amethyst - \$100
- Other amount \$ _____

**Use Your Sponsorship Dollars to Vote for
Your Favorite Mardi Gras!
King and Queen**

King Candidates: Queen Candidates:

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> Dwayne Crawford | <input type="checkbox"/> Pat Broach |
| <input type="checkbox"/> Mark Frazer | <input type="checkbox"/> Linda Fadely |
| <input type="checkbox"/> Tom Hejl | <input type="checkbox"/> Maria Welch |

Donation:

- Please contact me. I would like to donate the following silent auction item(s):

- Please contact me. I want to discuss an in-kind or other type of donation.

Event Ticket Purchases (Event Tickets do NOT count towards votes):

- I would like to purchase _____ tickets at \$125.00 each before February 1st
Total \$ _____ (must be postmarked)
- I would like to purchase _____ tickets at \$135.00 each after February 1st
Total \$ _____

*NEW for 2010!
Mercedes Convertible & Cash Raffle
Only 1,000 Tickets Available!*



Donated By **Family**
Mercedes & BMW Specialists
AUTO CARE

Mercedes Convertible & Cash Raffle Tickets (Cash or Check Only):

Grand Prize: Mercedes Benz SLK Convertible **2nd Prize:** \$200 **3rd Prize:** \$100

- I would like to purchase _____ tickets at \$20 each. (Deadline: March 11, 2010)

Name _____ Daytime Phone _____
** Required for emergency purposes **

Company _____
(as you would like it to appear in publications / due by 12/12/09 for invitation)

Email _____

Address _____ City, State, Zip _____

Billing Information:

- Cash / Check enclosed
 - Please bill my ___ Mastercard ___ Visa ___ American Express
- Account Number _____ Exp. Date _____
Signature _____

Fax or mail this form by Friday, February 1st 2010
United Way of Calvert County 2010 Mardi Gras Celebration
P.O. Box 560 530 Main St. Prince Frederick, MD 20678
(410) 286-0100 Fax (410) 535-8987

Mardi Gras

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2010 SPONSOR PACKAGES

The First Seven Highest
Level Sponsors

Will Have Street Naming
Privileges at the Mardi Gras Event

Royal Crown Sponsor \$15,000

Advertising

- *105 Sponsorship Commercials on Comcast Cable
Wk1- 30 spots Wk2- 25 spots Wk3- 25 spots Wk4- 25 spots
- Corporate Name Recognition on:
 - Giant Twin Digital Arena Scoreboard
 - 10' Sponsor Board
 - Mardi Gras Website Homepage
 - Mardi Gras Program & Publicity
 - Invite (Commitment Needed By 12/12/09)

Ticket and VIP Package

- 3 Reserved Tables of Eight (24) to Mardi Gras
- 24 tickets to VIP Post - Mardi Gras Reception
- Sky Suite Box for 20 at Show Place Arena for an Upcoming Event in 2010, Catering and Assorted Beverages Included.
- Complimentary Luxury Bar at Mardi Gras
- VIP Parking

Court Sponsor \$10,000

Advertising

- *80 Sponsorship Commercials on Comcast Cable
Wk1- 27 spots Wk2- 27 spots Wk3- 26 spots
- Corporate Name Recognition on:
 - Giant Twin Digital Arena Scoreboard
 - 10' Sponsor Board
 - Mardi Gras Website Homepage
 - Mardi Gras Program & Publicity
 - Invite (Commitment Needed By 12/12/09)

Ticket and VIP Package

- 2 Reserved Tables of Eight (16) to Mardi Gras
- 16 tickets to VIP Post - Mardi Gras Reception
- Sky Suite Box for 10 at Show Place Arena for an Upcoming Event in 2010, Catering and Assorted Beverages Included.
- Complimentary Luxury Bar at Mardi Gras
- VIP Parking

Carnival Sponsor \$5,000

Advertising

- *50 Sponsorship Commercials on Comcast Cable
Wk1- 20 spots Wk2- 15 spots Wk3- 15 spots
- Corporate Name Recognition on:
 - Giant Twin Digital Arena Scoreboard
 - 10' Sponsor Board
 - Mardi Gras Website Homepage
 - Mardi Gras Program & Publicity
 - Invite (Commitment Needed By 12/12/09)

Ticket and VIP Package

- 1 Reserved Table of Eight to Mardi Gras
- 8 Tickets to VIP Post - Mardi Gras Reception
- 2 Tickets to Any 2010 Event at Show Place Arena
- Complimentary Luxury Bar at Mardi Gras
- VIP Parking

Marquis Diamond Sponsor \$3,000

Advertising

- *30 Sponsorship Commercials on Comcast Cable
Wk1- 15 spots Wk2- 15 spots
- Corporate Name Recognition on:
 - Giant Twin Digital Arena Scoreboard
 - 10' Sponsor Board
 - Mardi Gras Website Homepage
 - Mardi Gras Program & Publicity
 - Invite (Commitment Needed By 12/12/09)

Ticket and VIP Package

- 1 Reserved Table of Eight to Mardi Gras
- 8 Tickets to VIP Post - Mardi Gras Reception
- 2 Tickets to Any 2010 Event at Show Place Arena
- Complimentary Luxury Bar at Mardi Gras

24K Gold Sponsor \$1,850

- 1 Reserved Table of Eight to Mardi Gras
- Corporate Name Recognition on:
 - Giant Twin Digital Arena Scoreboard
 - 10' Sponsor Board
 - Mardi Gras Website Homepage

Emerald Sponsor \$850

- 4 Tickets to Mardi Gras
- Recognition in the Mardi Gras Program.

Ruby Sponsor \$450

- 2 Tickets to Mardi Gras
- Recognition in the Mardi Gras Program.

Amethyst Sponsor \$100

- Recognition in the Mardi Gras Program.

*Commercials broadcasted in Calvert County including but not limited to A&E, CNN Headline News, Lifetime, History, Discovery, Food Network, and Nickelodeon. These networks are to be used based on availability with Comcast. Schedule is estimate based on rates as of 9/2009