

Sponsor Letter for 11th Annual Peace Day in the Park

Dear Sponsor:

I am writing to you today about the 11th Annual Peace Day in the Park celebration coming up on September 23, 2018, and about an amazing opportunity to show that you support our community, and that your company stands behind and promotes Peace. This kind of exposure is PRICELESS! Humanity's deepest desire is for Peace; because of that, it is up to each of us to take responsibility to be the change we wish to see in our community. Over the past 11 years, the help of sponsors like you has allowed us to work year-round to help Peace grow right here in our community! We continue to provide fundamental necessities like tons of food for local food pantries and abuse shelters, as well as pets in need, an outpouring of blood donations, as well as sharing Peace education for individuals, groups, and school systems. This Peace Day in the Park local grassroots project continues to build momentum each year, growing from 300 participants in year 1 to thousands of people for the past 3 years! This year's theme is EXPANSION, and we are asking you to become a Sponsor so that we can take Peace here locally to the next level.

WHAT IS PEACE DAY IN THE PARK?

Eleven years ago, after participating in the March from Tibet, Zachari VanDyne came back to America with a vision. Believing in the idea and power of Peace One Day, in standing up for equality, non-violence, and global peace, for the things that bring us together rather than divide us, he envisioned creating a single day of Peace right here in Southwest Florida. The United Nations created a calendar-fixed day, September 21st of each year, to be "The International Day of Peace". The observance is meant to strengthen the ideals of Peace, and to alleviate tensions and conflicts worldwide. All countries, states, regional and non-governmental organizations, and individuals are invited to commemorate the day, including offering education and public awareness, and by cooperating with the United Nations in establishing a global ceasefire ...a day of Peace! Each year, thousands of organizations in over 175 nations are planning Peace Day activities.

Zachari took this United Nations invitation, and in September 2007, with a small band of like-minded people, created a local Day of Peace, hosting an event at Jaycee Park in Cape Coral, and calling it "Peace Day in the Park". Since then, each year in September on the closest Sunday to the 21st, we have continued to host Peace Day in the Park, and have seen the spiral of growth expand each year...so much so that for the 8th and 9th Annual Peace Day we had to include off-site parking and shuttle service! Last year, after Hurricane Irma damaged Jaycee Park, we were invited to hold the 10th Annual Peace Day in the Park at Alliance for the Arts, on the corner of McGregor Boulevard and Colonial in Fort Myers, a beautiful location that carried us peacefully into the second decade of Peace celebrations! Our 10th Annual celebration was the most-attended EVER! We are holding the 11th Annual Peace Day in the Park at the Alliance for the Arts, based on the guidance of our director, Zachari VanDyne, and by the overwhelming positive response from the community.

HOW HAS PEACE DAY IN THE PARK BENEFITED THE COMMUNITY?

- In 2010, we met with Cape Coral mayor, John Sullivan, who issued a Proclamation of Peace, publicly recognizing Peace Day here in our local community, to be observed annually in support of Peace One Day!
- In 2015, current Mayor, Marni Dilsaver Sawicki, took the Proclamation to the next level, acknowledging growing support for the observance of the International Day of Peace within our city, and declaring that September 21st IS the International Day of Peace in the City of Cape Coral! She urges all government departments and education centers to commemorate the International Day of Peace to help further establish peace in our homes, schools, communities and between nations!

- In 2015, Ft. Myers Mayor, Randall P. Henderson Jr., issued a Proclamation of Peace, urging all Ft. Myers citizens and agencies to recognize the ever-growing need for a Day of Peace, and publicly recognizing Peace Day in the Park as setting a precedent for Peace in our community.
- In 2016, after nine years of working with the community, the Lee County Commissioners issued an entire county-wide Proclamation that publicly recognizes the need for a Day of Peace, and urged all Lee County government departments and individuals to commemorate the International Day of Peace, and highly recommended they attend the celebration at Peace Day in the Park!
- Peace Day in the Park provides a space for local vendors, businesses, organizations, and non-profits to set up each year, offering the community education and inspiration on where and how they can get involved in local volunteer opportunities, classes, and various non-profit projects. A firm guideline on connecting with the community at Peace Day is that the message itself must be about how to peacefully engage to benefit our world, about the environment, and about ways we can create positive change, and not by sending a negative message about what is wrong with our community, country, or world.
- Peace Day in the Park is filled with live music, community performances, fun activities like pet fashion show, Yoga for Peace, family-time music, live art, and so much more.
- Local health and wellness practitioners offer information and services that benefit mind, body and soul, for example, nutrition, meditation, acupuncture, yoga, and massage, to name a few.
- Animal shelters bring pets for adoption, and offer information on how people can get involved helping animals locally.
- Local shelters and organizations are on hand to let people know that help is available, and offer free counseling sessions for people who attend Peace Day in the Park.
- The annual Peace Food and Blood Drives provide life-saving assistance to our neighbors and community in need.
- Most importantly, people experience an actual day of Peace, find their community, and realize that if we can have a day of Peace...Peace can be realized EVERY DAY! People realize that one individual can, and does, make a difference! In the words of Gandhi, "We must be the Change we wish to see in the world... and it starts in our own back yard.

We look forward to making the biggest and best impact within our community to date, and with your help we know that is possible. We cordially invite you to support and be part of this expanding grassroots project by becoming an official Peace Sponsor. The attached chart provides information on our Sponsor Tiers for this year. The 11th Annual Peace Day in the Park will be held Sunday, September 23, 2018, from 10AM-6PM.

Think Peace, Helping It Grow,

Peace Day in the Park
 In Support of Peace One Day
 239-560-5224
swfl4peace@email.com

Sponsor Tier Information

BRONZE PEACE SPONSOR: \$500+

Benefits include:

- listing on all marketing material that goes out, including Peace Day in the Park flyer, website, NewsPress, SWFL Happenings Magazine, Parent & Child Magazine, Cape Breeze, and Natural Awakenings magazines, etc
- listing on social media platforms like facebook, instagram, radio
- listing on official 11th Annual Peace Day in the Park t-shirt
- free vendor space (10' x 10')
- name mentioned throughout the celebration by our MC & DJ

SILVER PEACE SPONSOR: \$1000+

All benefits of Bronze Sponsor, plus:

- official 11th Annual Peace Day in the Park t-shirt
- Bigger presence on printed material
- mentioned first in press releases, TV and radio ads

GOLD PEACE SPONSOR: \$3000+

All benefits of Bronze and Silver Sponsor, plus:

- official Peace Day Sponsor plaque
- free voucher tickets for kids' activities, such as Bounce House, Rock Wall and more
- free voucher tickets for food
- name on banner prominently displayed at the Peace Day celebration

PLATINUM PEACE SPONSOR: \$5000+

All benefits of Bronze, Silver and Gold Sponsor, plus:

- named the "Official Sponsor of the 11th Annual Peace Day in the Park"
- VIP parking