

Dear Sponsor:

I am writing to you today about the 14th Annual Peace Day in the Park celebration coming up on Sunday, September 19, 2021, and am contacting you specifically about this amazing opportunity for you to show your support for our community, and that your company stands behind and promotes Peace in our community and worldwide. As human beings, our deepest desire is for Peace...we all want to be happy, and we don't want to suffer...and because of that basic desire, we are responsible to be the change we wish to see here in SWFL, in the United States, and in the world. Over the past 14 years, sponsors like you have provided the funds for us to work year-round to help Peace grow right here in SWFL! We are able to join with local food pantries and abuse shelters for both people and our furry friends to provide fundamental necessities like food and other essentials. We provide a venue for a 'generous outpouring of blood donations. We share Peace education with individuals, groups and local school systems. Originally called Peace Day in the Park, this local grassroots project has been building and gaining momentum each year, growing from 300 participants in year 1 to thousands of people who gather for a day of Peace for the past several years!

The theme for 2020 was Peace Lives...and this message during a time of uncertainty and polarized beliefs was a healing balm on the community. Since we couldn't gather in person, last year's sponsors teamed with SWFL Peace Day Celebration to design the Peace Lives street art graphic and purchase digital billboard space around Lee County. Besides billboards, yard art, t-shirts and bumper stickers were available for people to show their support in their neighborhoods and community. We made incredibly amazing lemonade with the lemons we were given, and it was a huge success! This year's theme is Coming Together, and we are asking you to come together with us by becoming a Sponsor so that we can move forward to take Peace here in SWFL to the next level.

HOW DID THIS GRASSROOTS PEACE CELEBRATION GET STARTED?

- 14 years ago, after participating in the March from Tibet, Zachari VanDyne returned to his hometown, Fort Myers, FL, with a vision for equality, non-violence and global peace.
- He envisioned creating a single day of Peace here in SW Florida in honor of the United Nations calendar-fixed "International Day of Peace" celebrated annually on September 21st. Each year, thousands of organizations in over 175 nations plan Peace Day activities.
- In September 2007, Zachari and 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 2007, on the closest Sunday to September 21st, there has been a Peace Day in the Park, which has expanded each year so much so that for the 8th and 9th annual celebrations arrangements had to be made for off-site parking and shuttle service.
- In 2017, after Hurricane Irma downed many trees in Jaycee Park, the celebration was moved to Alliance for the Arts in Fort Myers. Peace Day celebrations continued at the Alliance from 2017 to 2019.
- Planning has begun for 2021's 14th Annual Peace Day celebration. Due to changes at Alliance for the Arts, as well as growth of the SWFL Peace Day Celebration, this year and going forward we will be hosting Peace Day at Wa-Ke-Hatchee Park in Fort Myers. It is a spacious park with plenty of vendor spots and parking, play areas for children, tennis and volleyball courts, and even a dog park!

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 acknowledging Peace Day here in our local community, and supporting the date 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 officially 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 officially 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 people to connect with local likeminded individuals and businesses that they can support and consciously spend their money wisely. A firm guideline in our vendor packet is that the message we send is to be a positive one, focused on ways we can peacefully engage to benefit our world and environment, and on ways we can create positive change. Peace Day celebrations are all about what's right in our community and our 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 to 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.
 - Over 100 unique vendors display their wares and promote their businesses.
 - Most importantly, people experience an actual day of Peace, find their community, and realize that we can create just ONE day of Peace...Peace can be realized EVERY DAY! People realize that one individual can, and does, make a difference!
 - Most importantly, people experience an actual day of Peace, find their community, and realize that as we experience single day of Peace, energy goes where thoughts flow and Peace can be experienced every day! One individual, and/or business, can and does make a difference!

We look forward to making the 14th Annual SWFL Peace Day Celebration the biggest and best for 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 a Sponsor and co-creator of Unity in CommUnity. The attached chart provides information on our Sponsor Tiers for this year.

The 14th Annual SWFL Peace Day Celebration will be held Sunday, September 19, 2021, from 10AM-5PM. Cultivating Peace, Helping It Grow/ SWFL Peace Day Celebrations/ In Support of Peace One Day/ 239-560-5224/ swfl4peace@email.com

SPONSOR TIER INFORMATION

BRONZE SPONSOR: \$500+ Benefits include:

- listing on all marketing material that goes out, including 14th Annual SWFL Peace Day flyer, website, NewsPress, SWFL Happenings, Parent & Child, Cape Breeze, and Natural Awakenings magazines
- listing on social media platforms, radio and TV ads
- listing on official 14th Annual SWFL Peace Day Celebrations t-shirt • free vendor space (10' x 10')
- name mentioned throughout the celebration by our DJ

SILVER SPONSOR: \$1000+ All benefits of Bronze Sponsor, plus:

- official 14th Annual SWFL Peace Day Celebrations t-shirt
- larger logo on printed material
- mentioned first in press releases, TV and radio ads

GOLD SPONSOR: \$3000+ All benefits of Bronze and Silver Sponsor, plus:

- official SWFL 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 SWFL Peace Day celebration

PLATINUM SPONSOR: \$5000+ All benefits of Bronze, Silver and Gold Sponsor, plus:

- named the "Official Sponsor of the 14th Annual SWFL Peace Day Celebrations" with biggest impact
- VIP parking

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.

