



Dear Sponsor:

We hope this letter finds you well. We are writing to you today with an exciting event that not only holds a special place in the hearts of our community but also plays a crucial role in celebrating and showcasing the thriving agricultural and equine community in Lisbon – The Great Lisbon Farmers Feed the Hungry Christmas Parade.

### **Event Details**

- **Event Name:** The Great Lisbon Farmers Feed the Hungry Christmas Parade, presented by the Howard County Farm Bureau
- **Location:** Main Street (Frederick Road), Lisbon (Woodbine), Maryland
- **Featuring:** Saddle horses, Wagon/Carriage teams, and Tractors (horsepower)
- **Date & Time:** December 9, 2023, 12:00 Noon

Our parade strives to raise funds to support the local organizations that work tirelessly to combat food insecurity and support those in need. However, beyond this noble cause, our parade serves as a vibrant celebration of the rich agricultural and equine heritage that defines our community.

Lisbon has a long history of agriculture and a deep connection to the equine world, and this event brings together farmers, hunters, equestrians, and members of our community to celebrate this shared heritage. It provides an opportunity for residents and visitors alike to witness the beauty of our agricultural landscapes, the grace of our equine companions, and the spirit of support that characterizes our town.

Last year, thanks to the generosity of our sponsors and the dedication of our community, we were able to provide a substantial contribution:

- **Monetary Donation:** We raised and distributed a total of \$27,000 to the following charitable organizations:
  1. Howard Food Bank & Carroll County Food Sunday
  2. Farmers & Hunters Feeding the Hungry
  3. Lisbon Volunteer Fire Company, designated to build the new hall
- **Food Donation:** In addition to the monetary contribution, we also collected and distributed over 3,400 pounds of donated food to support those facing food insecurity.

**Why Sponsor Us?** By becoming a sponsor of our parade, you not only showcase your commitment to the well-being of our community but also align your organization with the values of community, tradition, and agricultural stewardship that are at the heart of our parade. Your support will help us continue to celebrate and promote our agricultural and equine heritage while also addressing the pressing issue of food insecurity.

We offer several sponsorship levels with corresponding benefits, including:

- **Santa Claus (\$1,000+)**: Horse or tractor parade entry (fun way to promote your company or farm), Your organization's logo prominently displayed on event materials, digital badge for your use, prime placement at event website, social media links and thank you, and exclusive recognition during the event.
- **Elf (\$750.00)**: Prominent recognition on event materials and during the event, along with logo placement on select promotional materials, digital badge for your use, social media links and thank you. **Reinder (\$500)**: Recognition on event materials, logo placement on promotional materials, digital badge for your use, acknowledgment during the event, social media thank you.
- **Christmas Tree (\$250)**: Name placement on event materials and acknowledgment during the event.
- **Stocking Stuffer (100.00)**: Acknowledgment during the event.
- **Secret Santa**: some things are just a secret.

We understand that every business or organization has unique sponsorship goals and budgets, so we are open to discussing customized sponsorship packages tailored to your specific needs. Your contribution, regardless of the level, will have a direct and meaningful impact on the lives of those struggling with food insecurity in our community and will further our mission of celebrating our agricultural and equine heritage.

Please feel free to contact us at 301-829-9968 or Rachann@RaisingConnections.com to discuss sponsorship opportunities further or to answer any questions you may have. We are eager to partner with you to make this year's parade even more successful in highlighting our thriving agricultural and equine community.

Thank you for considering our sponsorship proposal. Your support will help us continue to make a significant difference in the lives of many individuals and families in need while celebrating the essence of Lisbon's rich heritage.

Sincerely,

All the Parade Elves, The Great Lisbon Farmers Feed  
the Hungry Christmas Parade Committee  
[www.LisbonChristmasParade.org](http://www.LisbonChristmasParade.org)