

The 12<sup>th</sup> Annual Mardi Gras on Main Street Dog Masquerade Parade and street festivities is scheduled to be held in historic downtown DeLand on January 30, 2010. This major community event brings crowds from all over Central Florida with over 30,000 people enjoying our 2009 celebration. Our theme for the parade is "Dogs on Safari".

The Krewe of Amalee spends the year planning every detail of this fantastic event from building elaborate floats to attracting groups, organizations, bands and vendors to participate. We also coordinate a one-of-a-kind lineup of well-dressed dogs and their partners to strut down Woodland Boulevard and offer a full day of fun, food and entertainment for children, adults and their four-legged friends.

Your past sponsorship has made the Dog Masquerade Parade a tremendous success, enabling the affair to grow bigger and better each year. The Krewe of Amalee is a 501(c)3, non-profit organization and your contribution is fully deductible. Two local charities, Begin Again Children's Grief Center and the West Volusia Humane Society, were recipients of over \$6,000.00 in profits from our event in 2009, a direct result of your generosity and support.

Attached are various sponsor levels for the 2010 event, past sponsors, our poster and a program of festivities. Our website has been a huge success highlighting our sponsors with a link to their website. You can check it out at [www.dogparadedeland.com](http://www.dogparadedeland.com) for additional pictures of this past year's parade, as well as a preview of upcoming events.

We are excited for your organization to be part of this wonderful event and to partner with us to provide needed support to local charities. If you have any questions concerning the event or sponsorship please contact our Sponsorship Chairman, Mary Ann Brawner at 386-804-2800 or by e-mail at [maryann@fla4sale.com](mailto:maryann@fla4sale.com) or Mary Ellen Early at 386-734-7681 or by email at [mearly@earthlink.net](mailto:mearly@earthlink.net).

Sincerely,

Liz Jones  
Chairman  
Mardi Gras on Main Street