



Mardi Gras is Coming to Sacramento



GREATER-SACRAMENTO
URBAN-LEAGUE

Introduces

Mardi GRAS

Extravaganza
2 0 1 2

FEBRUARY-25
FESTIVAL-&-BALL

SPONSORSHIP &
PARTICIPATION OPTIONS





Dear Community Partner:

We are fast approaching the inaugural Mardi Gras Extravaganza — a vibrant community celebration benefiting the Greater Sacramento Urban League's valuable program initiatives.

On behalf of our Board of Directors, Staff and Students, I invite you to join us as an inaugural **2012 Mardi Gras Sponsor**. This distinction will bring tremendous branding and exposure to your business. Our new signature event is also a great opportunity to underscore your company's economic and civic commitment.

The Greater Sacramento Urban League enriches our community with successful after-school youth education programs such as the multi-dimensional Empowerment Academy and the Computer Clubhouse, which will directly benefit from sponsor participation. Proceeds also assist in providing job skills training and employment opportunities for dislocated workers, under-skilled and under-educated job seekers and re-entry opportunities for the formerly incarcerated.

Remember, One-hundred percent of event proceeds will serve to benefit the building of stronger communities to aid those who may be our family, friends or neighbors.

Please see the attached Media Kit, which provides exciting details of value-added opportunities for your participation in the 2012 inaugural Mardi Gras Extravaganza. Come and experience one of Sacramento's biggest parties of the year!

Sincerely,

A handwritten signature in blue ink that reads "David B. DeLuz".

David B. DeLuz
President & CEO

WHAT IS THE MARDI GRAS EXTRAVAGANZA?

Creating an atmosphere of excitement and glee, Mardi Gras is a culturally rich parade of activities designed to uplift the spirit of the community. In tribute to Mardi Gras and Black History Month, the Greater Sacramento Urban League will host the inaugural **"Mardi Gras Extravaganza,"** on Saturday, February 25, 2012. This carnival-themed celebration will attract hundreds of enthusiastic guests, and will introduce Sacramento to one of the most historically popular and festive events in the nation.

The Mardi Gras Extravaganza will feature two events in one — a joyous daytime festival/fair that will be free and open to the public, and a dazzling after-five Mardi Gras Ball. Each event will be hosted in a fantastic venue that fuses creativity, diversity and the dynamics of community.

The free festival will feature hundreds of corporate and community exhibitors displaying a unique array of products and services, as well as exclusive networking opportunities. Guests will enjoy exciting entertainment such as live music and talent showcases, in addition to exquisite foods and art. From cradle-to-cane, the entire family will enjoy the magic of Mardi Gras!

The Ball will provide the backdrop to highlight and acknowledge the special Mardi Gras sponsors. This occasion will also feature New Orleans' authentic sound and will culminate in the crowning of the Mardi Gras 2012 King and Queen. The pageantry will take place during an exclusive cocktail and dance affair complete with fancy masks and colorful Mardi Gras traditions.

The Mardi Gras Extravaganza will be a premiere event for the Greater Sacramento area, and will offer a signature experience while nobly serving the community.



Mardi
GRAS
E x t r a v a g a n z a
2 0 1 2

Mardi GRAS

Extravaganza
2 1 0 1 2

MARDI GRAS FESTIVAL FREE AND OPEN TO PUBLIC at the Sacramento Convention Center*

**Saturday, February 25, 2012
10a.m.- 4p.m.**

In celebration of Mardi Gras and Black history Month, the Greater Sacramento Urban League will host our inaugural “**Mardi Gras Extravaganza.**” This new event will feature two events in one, a festival/fair that will be free and open to the public and a celebratory Mardi Gras ball.

The free festival event will feature hundreds of tradeshow exhibitors displaying unique products and services, exclusive networking opportunities, exciting entertainment, talent showcases.

SIGN -UP TODAY!!

GREAT OPPURTUNITY FOR
COMMUNITY NETWORKING

**Set-up
8:30 a.m.- 9:00 a.m.**

For additional information contact:
Lynnise Davis 916.286.8612 ldavis@gsul.org
Deborah Grimes 916.628.2480 Deborah@outfoxcpr.com

*location is subject
to change

FESTIVAL PARTICIPATION FORM

Registration Includes:

- Access to community members
- Company Ad in Festival book
- Ads Due Feb. 3rd, 2012
- Company Listing on website
- 8x8 Booth with (2) chairs

- Corporate Tradeshow Booth \$1000.00
- Food Vendor Booth \$500.00
- Small Business Tradeshow Booth..... \$350.00
- Non-Profit Booth \$250.00

We/I am unable to attend \$ _____

Enclosed is a tax deductible contribution to **Encourage Empowerment.**

Invoice my Company

Charge my Credit Card



Name (As it appears on Card) _____

Credit Card # _____

Exp. Date: _____ **Sec. Code:** _____

(Please complete all fields)

Name: _____

Title: _____

Organization: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Fax:** _____

Email: _____

Greater Sacramento Urban League

FAX RESERVATION TO: 916-520-3820

**A 501(c)3 Charitable Organization
Operating Under ID# 94-1686314**

Make check payable to:
Greater Sacramento Urban League
3725 Marysville Boulevard
Sacramento, CA 95838