

November 21, 2016

Exec Name
Company Name
Address 1
Spokane, WA 99223



Dear Friend,

Thank you for the support that (the company name here) has given the Spokane Lilac Festival over the years. Your company may have lent a hand to the Festival by a donation, participated in the parade or attended with family, coworkers or friends.

Your help in funding of the 79-year-old tradition of the Spokane Lilac Festival is critical. **Your support is needed to “keep the parade afloat!”**

The Lilac Festival parade has been one of the most important annual events of the spring, not only for Spokane, but for surrounding communities. It has been celebrated through depressions, recessions, and international conflicts, including the Second World War (the only year without a parade, when instead lilac bouquets were handed to troops through train windows as they traveled through Spokane to military bases. Without fail, each year Spokane individuals and families, spanning generations from toddlers to grandparents line the streets of our beautiful downtown to cheer and applaud the Spokane Lilac Festival Armed Services Parade. Many spectators arrive early morning on the 3rd Saturday in May, and the crowd grows in numbers throughout the afternoon and early evening, swelling to over 180,000 people.

The Torchlight Parade is spectacular. It is free to all participants and spectators from all walks of life, including visitors of cities and towns throughout the Northwest who march, showcase their floats, or help line the streets to share in the patriotism and pageantry!

We know that you receive many donation requests for other causes. However, we ask that you consider supporting the Lilac Festival. **We are deeply grateful for any size of gift from \$5 to \$5000.** We want you to know that 100% of your dollar goes to the Lilac Festival parade, float, and the Royalty Leadership and Scholarship Program for college-bound high school senior women.

Your support of any amount is valued and appreciated. Your donation can be made using a credit card, a check, or a pledge to be paid at a later date. The attached brochure provides information about levels of giving, event sponsorships, and the benefits to our sponsors.

Thank you for taking the time to read this letter and considering our request. Please contact us if you would like additional information about our organization.

Karen Montague
2017 Co-President

Cindy Zapotocky
2017 Co-President

Marilyn Thordarson
2017 VP of Development

P.S. Online donations are easy and appreciated. Go to our website www.spokanelilacfestival.org and click on DONATE!



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Spokane Lilac Festival Armed Forces Torchlight Parade May 20, 2017