

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, over the years, given the Spokane Lilac Festival. Your company may have lent a hand to the Festival by a donation, participated in the parade or attended with family, coworkers or friends.

This year, your support of the 79 year old Spokane Lilac Festival and the Parade is critically needed. **Your support is needed to “keep the parade, afloat!”**

The Lilac Festival parade has been one of the most important events of the year for 79 years, not only for Spokane but surrounding communities. It has been celebrated through depressions and recessions, international conflicts including the Second World War (the only year without a parade but 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. And, they arrive early, with folding chairs on the 3<sup>rd</sup> Saturday in May, growing in numbers throughout the afternoon and early evening, swelling to over 180,000.

**The “torchlight” evening parade is spectacular, free and welcoming 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 be a part of the patriotism and pageantry!**

We know that you have many, many requests for support. As those come to your desk every day – we ask that you consider including the Lilac Festival for your support. **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 size is valued and appreciated,** and can be through a credit card, check or 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

PS Online donations are easy and appreciated, go to our website, [www.spokanelilacfestival.org](http://www.spokanelilacfestival.org) and on the opening page, click on DONATE!



Karen Montague and Cindy Zapotocky, 2017 Co- Presidents • 3021 S. Regal, Suite 105 Spokane, WA 99223-4702  
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Spokane Lilac Festival Armed Forces Torchlight Parade May 20, 2017