



Dear Sponsor,

We are thrilled to be celebrating our 41st year of the NC Holiday Flotilla at Wrightsville Beach. Flotilla weekend continues to grow, with more events and larger crowds each year. And the continued support of our sponsors make the event possible for our community.

Founded in 1983, Flotilla was initially envisioned as a way to attract people to the beach during the slower winter season - traditionally a tough time of year for most local businesses. Today, Flotilla is *the* premiere holiday event in the State of North Carolina, making it a seasonal event celebrated by generations of families across the state. This celebration kicks off the holiday season with family friendly events all weekend long.

The boat parade has long been the main event, but we also have a full lineup of other activities including the Friday Kick-off Party, Day in the Park, Fireworks, and more. Each year we welcome over 50,000 in-person attendees to our events, and this year we anticipate an even larger turnout. There are many ways for our sponsors to bring their local businesses to new customers, both local and visiting.

I know that there are a variety of events and organizations that you can choose to support, and you can feel confident your sponsorship dollars are going to good use with us. We continue to look for novel ways to advertise the support of our sponsors through our social media channels and other marketing mediums. NC Holiday Flotilla is a non-profit, 501(c)(4) run by a Board and Committee of 100% volunteers each year. With your support, our event continues to be a magical tradition for our community each year.

Please take a look at the list of benefits and brand awareness opportunities in the attached document. Reach out to us if you have questions or requests. Thank you for considering this opportunity to partner with us for the North Carolina Holiday Flotilla at Wrightsville Beach. We look forward to working together and making this year's event the best one yet!

Sincerely,

Levi Boyd
Holiday Flotilla Chairman

Linda Brown
Sponsorship Committee Chairwoman