



Dear Sirs,

It is my honor to invite you to become a part of the **7th Annual "Joy of Life" Mardi Gras Parade benefiting St. Jude Children's Research Hospital**. The parade will take place on Saturday, March 1, 2025; 12 noon in downtown Mobile Alabama. Where else can you ride in a parade with patients of St Jude, former Kings and Queens, representatives from St Jude Hospital, and the happiest people in Mobile and Baldwin Co while raising money and awareness for curing childhood cancer?

Joy of Life on the Gulf Coast (JOL) is a 501(c) (3) non-profit organization formed in 2013 to benefit St. Jude Children's Research Hospital in Memphis, Tennessee. JOL is Mobile and Baldwin Counties only charity organization formed to raise money for St Jude. Our Board consists of former patients of St. Jude, parents and grandparents of St. Jude patients, and people along the Gulf Coast who support the efforts of St. Jude Children's Research Hospital.

Please review the enclosed information to learn the exclusive benefits for your support. Feel free to contact me at (251-455-1566 or webb.jackson@joyoflifegulfcoast.org). I would like to thank you for your support and I look forward to seeing you at the 7th Annual JOL Mardi Gras Parade.

For the Kids,

A handwritten signature in blue ink, appearing to read 'Webb Jackson', with a long horizontal line extending to the right.

Webb Jackson, President
Cell: 251-455-1566
Website: joyoflifegulfcoast.org
FB-Joy of Life on the Gulf Coast



JOY OF LIFE FLOAT SPONSOR - \$5,000

- Each float will hold approximately 20-22 revelers.
- Each float will host a St. Jude patient and his or her parents with the remaining spots yours to fill.
- Each reveler will be required to wear a mask or sunglasses although coordinating themes are not required but strongly encouraged.
- Throws will be the responsibility of the sponsor or individual revelers (See Rider Throw Package below).
- In addition to seats on your sponsored float, your name will be displayed on signage introducing the float as well as print and broadcast media
- One table for 10 guests at the JOL Mardi Gras Ball
- Logo placement on sponsor sign placed at entrance to the event
- Sponsor recognition in slide presentation at event
- Sponsor recognition in the event program

****Rider Throws Package-\$TBD**

Purchase a rider package at a discounted rate for your convenience. You are not required to purchase a package with your float sponsorship. All throws must be loaded onto the float at the designated time (to be announced later).

Packages include the following:

**** Prices/Package contents are not confirmed ****



**7th Annual Joy of Life on the Gulf Coast
Mardi Gras Parade**
Benefiting St. Jude Children's Research Hospital

SPONSOR COMMITMENT FORM

We would be honored to add your business to our St. Jude family as a sponsor for the 2025 Joy of Life Mardi Gras Parade. We promise it will be an extremely rewarding experience for your company and employees. With your commitment, we can pursue our founder's dream of a day when no child will die in the dawn of life.

Name/Title _____

Company _____

Address _____

City, State, Zip _____

Phone _____ Fax _____

Email _____

**PLEASE MAKE CHECKS PAYABLE TO:
JOY OF LIFE ON THE GULF COAST, INC.**

Please forward this Commitment Form and company logo to Webb Jackson at:
Phone: (251) 455-1566 | Email: webb.jackson@joyoflifegulfcoast.org