

# Krewe of Excalibur

[www.kreweofexcalibur.com](http://www.kreweofexcalibur.com)

504-236-0286

Dear Sir:

Do you need a sales incentive to **INCREASE PRODUCTIVITY** in your workplace?

Do you need an avenue to help your employees grow together as a **TEAM**?

Do you just want to **HAVE FUN** as a group?

If you answered **YES** to any of the questions above you should consider participating in a Mardi Gras Parade!!

New Orleans and the surrounding areas have been revitalized by a combination of the Saints Superbowl Championship and a renewed interest in making our communities a better place to live. Mardi Gras is a vital part of this renewed growth. Mardi Gras alone brings in over \$11 million in tax revenue for our parish!

**The Krewe of Excalibur** is a Jefferson Parish Parade that rides along the traditional Veterans Memorial Blvd. Route in Metairie, LA (about 10 minutes from New Orleans). It's a safe, family atmosphere that millions of people have enjoyed over the years. This is our 16<sup>th</sup> Parade, and over the years we have catered to this atmosphere by making our parade a fun time with bands or dance groups between every float, by throwing items specially designed for children like youth t-shirts, stuffed castles and hand decorated shields, and by having family related socials throughout the year. We are also the first parade of the season, so it's very well attended by the public. This year the parade will be on Friday February 17, 2017.

The Krewe of Excalibur would like to invite your group or company to ride with us. There are several levels to choose from, please see attached form for rates.

Throws are available as a Gold and Platinum Rider. Logo items are a lot of fun to throw and are very HOT items for parade viewers to catch, which are included in the Gold and Platinum Rider Packages.

**What's in it for you??** In addition to boosting your productivity, revenues and general well being of your employees...you get lots of advertising as well.

- You can put the name of your group or company on both sides of your float. The Carnival Regulations limit the size of this sign, so the Krewe will take care of that part for you.
- Your company will receive an advertisement in our Bal Masque Program. We usually print about 500 and are available to everyone who attends our function.
- Your company's name will appear on a "Thanking our Partners" banner that is carried at the beginning of the parade. The banner will have your company logo and name.
- Your company can also have your logo and website link listed under the "Featured Partners" section of our website.

**You may be thinking...**...didn't Mardi Gras just end? Why consider this so early? The answer to those questions is this: we start planning for the next season almost immediately after our parade. Putting on a parade with over 20 floats, 20 bands, 250 members and countless throws takes a small army all year long. We work very hard at our success and want you to be part of that success as well. If you are going to use this for sales incentives, your employees will need time to plan their sales growth to meet whatever goals you deem necessary for them to qualify. If you or your employees live out of town that takes even more time to plan, as it may end up being a small vacation for you. And, if you offer this to your office personnel, this will give them something exciting to plan for and look forward to all year long! Great PR!!

Welcome to the Krewe of Excalibur. We'll do all the hard work, you just need to fill out the application provided in this packet and one of our Corporate Specialist Officers will contact you with all the information you need to proceed.

If you have any questions please contact Missy Hildreth at 504-236-0286.

We look forward to meeting you and making the 2016 Mardi Gras Season a huge success!

Sincerely yours,  
Missy Hildreth

Captain – Krewe of Excalibur

# Application

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Company Name

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Company Address

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Company City, State, Zip

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Company phone

Company email

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Primary Contact Person

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Primary Contact Person phone

email

## Which Tier and Level are you interested in?

**Silver Rider** – *Ride Only (Includes pre parade and after parade party tickets, costume, hat and mask)*

- Level 1 – 20+ person group - \$250 per person
- Level 2 – 16-19 person group - \$265 per person
- Level 3 – 10-15 person group - \$280 per person

**Gold Rider** – *Ride and Throws:*

Includes ride (and pre and after parade party tickets), costume, hat and mask and throws for each person loaded on the float ready for your arrival

- Level 1 – 20+ person group - \$850 per person
- Level 2 – 16-19 person group - \$865 per person
- Level 3 – 10-15 person group - \$880 per person

Options: Please check the boxes that ANY of your riders MAY be interested in so we follow-up with the appropriate information.

- Bal Masque ticket (Saturday February 4, 2017 \$140 per person)
- Extra After Parade Party (immediately after parade with beer & wine bar, food and music \$35)
- Extra Pre Parade Party (immediately before parade with beer bar, food and music \$25)

Advertising Options: Select as many as you want

- Signs on both sides of float
- Ad in Program for our Bal Masque
- Logo and link on website under “Featured Partners” section