

Ahkela Goodings  
Director of Crucian Coconut Festival  
St. Croix Farmer's In Action Inc.  
PO Box 69  
Kingshill, St. Croix, VI 00851  
[Cruciancoconutfestival@gmail.com](mailto:Cruciancoconutfestival@gmail.com)



March 5, 2024

Dear Perspective Sponsor/ Donor:

I am writing to you on behalf of the St. Croix Farmer's In Action Board to request your support for our upcoming 8<sup>th</sup> annual "***Crucian Coconut Festival Going Door to Door for 2024***", scheduled to take place on November 29<sup>th</sup> to December 1<sup>st</sup>, 2024, at 18A Estate Bethlehem (across from the National Guard Armory). This festival celebrates the versatility and cultural significance of coconuts, offering a unique experience for attendees while promoting community engagement and education.

The Crucian Coconut Festival will feature a variety of activities, including cooking demonstrations, cultural performances, coconut-based products, and interactive workshops. This event not only highlights the importance of coconuts but also serves as a platform to support local businesses and artisans.

As we strive to make this year's Crucian Coconut Festival a memorable and impactful event, we are seeking financial contributions from community partners like you. Your generous support will help cover the costs associated with venue rental, marketing and promotion, logistics, and performer fees, ensuring the festival's success.

We are offering several sponsorship packages to accommodate your budget and marketing objectives. In return for your support, we can provide prominent recognition in our promotional materials, social media channels, and during the festival itself, reaching a diverse audience and showcasing your commitment to our community.

We believe that your partnership will not only benefit the Crucian Coconut Festival but also provide a valuable opportunity for your organization to connect with our community in a meaningful way. Your support will make a difference, and we are excited about the possibility of collaborating with you.

If you are interested in supporting the 8<sup>th</sup> annual Crucian Coconut Festival, please let us know by July 31, 2024. We are happy to discuss the sponsorship opportunities in more detail and tailor them to meet your specific needs and goals. Thank you for considering our request. Enclosed is a copy of the major sponsorship form for your perusal. Kindly complete the form and return your contribution payable to "St. Croix Farmers In Action". We look forward to the possibility of partnering with you and creating a successful Crucian Coconut Festival together.

Sincerely,

Crucian Coconut Festival Committee

A handwritten signature in blue ink that reads "Ahkela Goodings". The signature is fluid and cursive.

Ahkela Goodings, Ph.D  
Director

A handwritten signature in blue ink that reads "Kareem Edwards". The signature is cursive and includes a stylized flourish at the end.

Kareem Edwards, PMP  
Assistant Director

# SPONSORSHIP SCHEDULE

NAME: \_\_\_\_\_ COMPANY: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

- **GREEN COCONUT SPONSOR** \$3,500.00
- **YELLOW COCONUT SPONSOR** \$2,500.00
- **ORANGE COCONUT SPONSOR** \$1,500.00
- **BROWN COCONUT SPONSOR** \$750.00

➤ **COCONUT WATER DONOR**

\_\_\_\_\_ \$500.00    \_\_\_\_\_ \$350.00    \_\_\_\_\_ \$175.00    \_\_\_\_\_ \$100.00

Other: \_\_\_\_\_ Silent Auction Item or Gift Certificate:

Major sponsors receive social media, radio, TV, and newspaper coverage and courtesy passes at no additional cost. Please attach or email your company's logo to [Cruciancoconutfestival@gmail.com](mailto:Cruciancoconutfestival@gmail.com).

**Event Calendar:**

**November 29, 2024: VIRGIN ISLANDS LOCAL ART EXHIBIT CURATED BY LUCIEN DOWNES**

**November 30, 2024: COCONUT FESTIVAL OPENING DAY WITH LOCAL ENTERTAINMENT**

**December 1, 2024: TASTE OF COCONUT & FAMILY DAY**

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AUTHORIZATION FOR MARKETING PURPOSES (November 29<sup>th</sup> -December 1<sup>st</sup>)

I hereby authorize the St. Croix Farmers in Action, Inc. to utilize the name and logo of the above-named company on and with promotional materials for the Crucian Coconut Festival.

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Print Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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**SCFIA use only:**

Payment Received: \_\_\_\_\_

Check No. \_\_\_\_\_ / Cash \_\_\_\_\_ / MO# \_\_\_\_\_

Date Received: \_\_\_\_\_ Received by: \_\_\_\_\_