



## Sponsorship Opportunity

June 27, 2024

Dear Donor,

Bike Bike Baby LLC, Creating A Culture Inc. and community partners have some exciting news! We are bringing the Mardi Gras culture to Augusta and are looking for sponsors to help with several events for the Augusta community to enjoy throughout March 2025, our new Mardi Gras season. For those who are not familiar with Mardi Gras, it refers to events of the Carnival celebration. Mardi Gras is French for “Fat Tuesday”. It’s a celebration period before fasting season of Lent. It is most popular in New Orleans, LA and celebrated in other states and countries. Mardi Gras colors are purple (justice), green (faith), and gold (power).

We are creating Augusta’s very own Mardi Gras season and are seeking your assistance. Whether monetary donation, services, event spaces, we are open to all assistance. All events will be held throughout the month of March 2025. Events to be held are:

- Mardi Gras Inspired Fashion Show - Designers will show off their interpretation of a Mardi Gras inspired line through costumes, everyday wear and formal attire. This is their chance to get creative with colors and patterns that aren’t typical in the Augusta area. **(Need sponsors for teen division)**
- Mardi Gras Cancer Walk – A cancer walk for various types of cancers specific to the purple, green and gold Mardi Gras colors. From childhood, pancreatic, liver and many more, we are walking for warriors, survivors, and their caregivers! **(Need sponsors)**
- Mardi Gras Masquerade Ball – A masquerade themed, Mardi Gras inspired event, hosted by New Orleans natives and owners of Bike Bike Baby! Everything from authentic New Orleans cuisine, second line dancing, best mask contest, live entertainment, to all night partying at this formal attired event!
- Mardi Gras Parade – Augusta’s very first Mardi Gras parade is happening. Marching bands, floats, throws, auxiliary units, music, food vendors, street performers, you name, it’s absolutely happening! **(Need Sponsors)**
- Mardi Gras Crawfish Festival – Geaux Cajun GA is spearheading our efforts in organizing a

crawfish festival. A chance to pinch the tails and suck the heads; the crawfish celebration will feature an array of food, entertainment, and activities.

Would you consider a sponsorship for any of the above events? Sponsorship packages attached. We would be extremely grateful for what our sponsors can help us with to accomplish this Mardi Gras season for our great city. We hope you can contribute and thank you for the consideration.

To make a contribution or for more information, please email us at [creatingacultureinc@gmail.com](mailto:creatingacultureinc@gmail.com) or [bikebikebabyllc@gmail.com](mailto:bikebikebabyllc@gmail.com). You can call or text us at 762-217-5670.

Sincerely,

*Christina & Alvin Watson*

Christina & Alvin Watson  
Owners and Founders  
Bike Bike Baby LLC  
Creating A Culture Inc.

