



February 16, 2010

To Whom it May Concern,

Thank you for taking the time to consider contributing to our annual community festival. This letter includes information about our event that you should find helpful.

SpringFest is a fully qualified 501 c3 nonprofit organization comprised of volunteers that produces an annual, two day outdoor "festival in the park" featuring live music from well-known bands, over 100 food and merchandise vendors, a beer & wine garden, carnival rides, inflatables, a rock climbing wall, a parade with over 100 entrants, a classic car show and demonstrations by various youth and community groups.

Mission Statement: To provide a family-friendly venue where residents and businesses in the Mission Valley area can interact in a fun way. Proceeds assist local youth groups and other organizations throughout the year in supporting our vision of building leadership qualities in our youth.

This free event is open to people throughout San Diego County. Our event attracts approximately 12,000 people from all areas of San Diego. Our advertising includes print media such as posters and flyers, direct mail, magazine and newspaper spots. We also advertise on various local websites. Local news outlets routinely cover our event. This year we will host a local radio personality who will do a 2 hour show at our event. Radio spots will begin 2 weeks prior to our event and will also run during their show. We do anticipate an increase in attendance each year and growth has been steady. This is our 11th year and the event will be held May 7th and May 8th at the Allied Gardens Community Park.

Below is an outline of different sponsorship levels and the benefits you can expect with your donation. These are suggested amounts and we would be happy to custom tailor a program that will help you reach your goals.

Up to \$1000

- Tax incentive for your company
- Mention of sponsorship in our printed advertising

\$3000—All the above, plus:

- Mention of sponsorship in all SpringFest media to include radio, print, and internet advertising
- Booth space to promote your business

\$10,000 and higher—all & above, plus:

- A banner displaying your company name at one of two concert stages
- "Sponsored by" announcements during the concert or car show, your choice
- A lead position in the parade with a vehicle and banner

We are open to any suggestions you may have on how we make this arrangement more beneficial to your company. If you require more information or would like us to visit your location for a presentation we will be happy to do so.

Sincerely,



Sherry Kelly

Chairman, SpringFest, Inc.