



January, 2010

Dear local business owner,

Our annual St. Patrick's Day Parade & Festival, one of Sedona's premiere events, is scheduled for March 6, 2010. This will be the 40th year for Sedona's Parade, the only St. Patrick's Day Parade in Northern Arizona and winner of Arizona Main Street's award for Best Special Event. We need your help to keep this community tradition alive and there are several ways in which you and your company can take part.

We know this is a particularly challenging economic time, and we're making several efforts to respond to that. For example, in an effort to increase family participation the event is now scheduled a week in advance of school spring breaks. Additionally as you will see in the enclosed information, we are offering several sponsorship levels and discounted rates on the varying opportunities for business recognition. Since the Parade & Festival is truly a community-sponsored event, we ask you to help out by making a donation; in doing so, you and your business will be connecting with the two to three thousand local folks and visitors who attend every year. As you can imagine, regardless of the economy, staging such an event incurs costs for safety equipment rental, insurance, permits, promotions, trophies, etc. By supporting the event you will assure both its success and continuation.

Please make your contribution today, payable to "The Sedona St. Patrick's Day Parade", and mail it to: Sedona Main Street Program at P.O. Box 1363, Sedona, AZ 86339. In turn you'll receive the business recognition outlined with the sponsorship level you choose, a receipt, and many heart felt thanks from the community. If you have questions, please call John DiBattista (520-921-0656) or Holly Epright (204-2390).

The Parade & Festival are the result of the participation and hard work of many local volunteers, students from Northern Arizona University's Parks & Recreation Management Program, and our Sedona Main Street Program.

Sincerely,

"The Green Team" (a.k.a. Sedona St. Patrick's Day Parade Committee)

Enclosure

HAPPY ST. PATRICK'S DAY

Sedona Main Street Program * PO Box 1363 * Sedona, AZ 86339

928-204-2390 * 928-204-2548 (fax)

info@sedonamainstreet.com



St. Patrick's Day Parade & Festival 2010 Sponsorship Opportunities

Shamrock Club Contribution: \$100 (**'10 discount \$75.00**) recognized with:
You or your business will be listed as a contributor in the St. Patrick's Day Parade & Festival Event Program;
You or your business will be mentioned by the Parade Master of Ceremonies at the Grandstand area during the Parade.

Irish Green Club Contribution: \$250.00 (**'10 discount \$175.00**) recognized with:
Same as above, plus
Your business name listed on a Sponsors banner to be carried in the Parade;

Celtic Club Contribution: \$500.00 (**'10 discount \$350.00**) recognized with:
Same as above, plus
Your business name mentioned at the Parade Festival;
One complementary entry in the Parade.

Pot O' Gold Club Contribution: \$1000.00 (**'10 discount \$750.00**) recognized with:
Same as above, plus
A banner displaying your business name carried in the Parade;
Your business name on a Pot O' Gold sponsor banner displayed at Festival;
Mention in all official parade and festival publications and promotions;
Your business name printed on parade t-shirts worn by all parade staff;
One complementary entry in the Parade.

Over the Rainbow Club Contribution: \$1500.00 (**'10 discount \$1000.00**) recognized with:
Same as above, plus
Your business logo on Parade application (confirm and send logo by January 18th);
Your business logo printed on parade t-shirts worn by all parade staff;
Your business logo on Parade & Festival Event Program;
An individual banner with your business logo & business name carried in Parade;
An individual banner with your business logo & name displayed at Festival.

All contributions of any dollar amount are welcome and appreciated.

Contributions must be received no later than Feb. 12, 2010 (unless specified above) to be included in the recognition items as listed above.

Please mail your contribution to Sedona Main Street Program or contact the Program office at (928) 204-2390 or info@sedonamainstreet.com.

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