



July 5, 2011

Greetings from the Carnegie Arts and Heritage Festival Committee!

It is our hope that you will consider joining us as a sponsor of the 2011 Carnegie Arts and Heritage Festival. Our regional festival features three days of excellent live music, brilliant performing and visual arts, mouthwatering ethnic and traditional foods, a vibrant children's area, games and much, much more! **This year's festival is scheduled from Thursday, September 8 through Saturday, September 10.**

Estimates have shown that over 15,000 people attend our festival over the three days. Sponsorship is an excellent marketing opportunity for your business. As a sponsor of the Carnegie Arts and Heritage Festival, your business will realize tangible marketing benefits in return for your sponsorship investment, while supporting a fantastic community-centered Festival.

Sponsorship opportunities are available at varying levels of financial commitment. Included with this letter is a list of the sponsorship levels; including the opportunity to sponsor one of the many exciting bands playing this year's festival! The festival committee would be excited to work with you to create an integrated, individualized sponsorship package that meets your company's unique marketing objectives. If you are interested in providing a sponsorship for the festival, please complete form below and return it to: Carnegie Arts and Heritage Festival, PO Box 770, Carnegie, PA 15106.

Additionally, there is another way your company can be a sponsor for the festival, but will cost you NOTHING! This year, we are offering sponsorships in the beer garden, when your company commits to provide 10 volunteers for a 4 hour shift, we will provide signage on the beer truck during your shift advertising your company. Additionally, you and your employees may wear company apparel during the shift to further advertise your brand! If you are interested in pursuing this option, please contact volunteer coordinator, Heather Kratsas at (412) 559-7658 or email her at hkratsas@marcusa.com.

The festival committee looks forward to working with you on our community events. Please do not hesitate to contact me with any questions you may have. My contact information is listed below.

Warm Regards,

Leigh White
Festival Chairperson
(412) 279-5456
leigh.white@carnegiepa.org

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Yes, I would like to sponsor the Carnegie Arts and Heritage Festival 2011

The sponsorship level I have chosen is: _____

Company Name: _____

Contact Name: _____

Mailing Address: _____

Phone Number: _____

Make Checks Payable to Carnegie Festival Fund
Mail Check to: Carnegie Arts & Heritage Festival
P.O. Box 770
Carnegie, PA 15106