



Alanson Riverfest 2008

August 8, 9, 10, 2008

PO Box 13

Alanson, MI 49706

231.330.3188

SUBJECT: Alanson Riverfest 2008 Sponsorship Opportunities

Dear Business & Community Leader:

Following a successful evaluation of our festival activities in 2007, plans continue to improve this family-friendly festival for 2008 and beyond!!

Alanson Riverfest proved to be very successful last year bringing between 30 - 40,000 people to our Village and it was the talk of the area and still is. There is no better time to make sure your business is visible. Every business can benefit further by taking a more active approach for 2008.

Organizers understand there is competition for your advertising and donation "dollar" in 2008. The Alanson Riverfest is a premier value and opportunity. Your generous support will continue to keep Alanson Riverfest on the map and in the Northern Michigan area's future!

Please review the attached sponsorship package filled with excellent opportunities for all budgets. Please secure your preference by completing the sponsorship commitment form today! In an effort to help us raise our money to get this festival on its feet we are offering a 10% discount to those making a donation in full by April 2, 2008. Prize donations are always welcomed and will again be recognized. Please complete the attached prize donation form and a representative will be in contact to collect the specified items.

On behalf of the Alanson Riverfest Committee and the dedicated Riverfest volunteers, thank you for your support!!

Sincerely,

Genevieve Lloyd

Genevieve Lloyd

Alanson Riverfest Chair

231.330.3188

riverfest@villageofalanson.com

www.villageofalanson.com