

March 1, 2011

Dear Sponsor,

The planning for the 39th annual Historic Appomattox Railroad Festival to be held October 8th and 9th, 2011, is starting early this year and we are gearing up for this year to be one of the best. Festival visitors bring in revenue to both the county and town of Appomattox each year and the festival brings the community together for a weekend of fun-filled activities. The success of this event is credited largely to our sponsors, who lend their names and financial support to the event. The money raised assures the festival can continue to be a huge part of Appomattox History.

By participating as a sponsor, your organization will benefit from extended exposure through media campaigns and promotional efforts directed toward the attendees of The Historic Appomattox Railroad Festival. We have three levels of sponsorship packages, as detailed on the enclosed sponsorship commitment form. You can select the level of participation that best meets your needs, and be secure in the knowledge that your sponsorship will be used to help The Historic Appomattox Railroad Festival to continue to be an event that the community looks forward to every year.

We're counting on your support, and will be happy to answer any questions you may have by calling 434-352-8268. Please return your sponsorship commitment form in the enclosed envelope. Thank you in advance for your willingness to support the efforts of The Historic Appomattox Railroad Festival and make a difference in our community.

A response by June 1, 2011 would be greatly appreciated. Those responding and providing a logo by June 1, 2011 will ensure their name and/or logo will be printed on Website and T-shirts.

Sincerely,

Will Simmons
Co-Chairperson, HARF

Rhonda W. Guill
Co-Chairperson, HARF

**2011 Historic Appomattox Railroad Festival
Sponsorship Commitment Form**

Company Name: _____

Contact Person: _____

Address: _____

Website: _____

Phone: _____

Amount Enclosed: _____

Choose a Sponsorship Level:

- Level 1: \$500.00 or more**- 10x12 space at festival (to promote your business), name and/or logo on festival website, name and/or logo on the back of festival T-shirt, (5) T-shirts.
- Level 2: \$250.00** - 10x12 space at festival (to promote your business), name and/or logo on festival website, name and/or logo on the back of festival T-shirt and (2) T-shirts
- Level 3: \$100.00** - 10x12 space at festival (to promote your business) and name and/or logo on festival website

Donations of any amount are greatly appreciated. Anyone wishing to make a donation, but are unable to commit to one of the above sponsorship levels may still make a contribution.

If you would like to sponsor a specific event please let us know.

Description of sponsorship:

Website: Sponsor name and/or logo will appear on www.Appomattoxrailroadfestival.com

T-shirt: Sponsor name and/or logo will appear on HARF T-shirt to be sold during the festival. In addition the sponsor will receive a T-shirt.

****Please make checks payable to Historic Appomattox Railroad Festival.**

****Level 1 and Level 2 sponsorships are due by June 1, 2011 in order for T-shirts to go to print. All other sponsorship will be accepted until September 15, 2011.**