

Dear Friends of Riverfest:

Thank you for your past generosity which has enabled Riverfest in Historic Charlestown, Inc. to produce and host a top-notch, entertaining, family-oriented, fundraising event the past 8 years. By bringing the local families and communities together, Riverfest in Historic Charlestown, Inc. has continued to grow and improve.

Past proceeds have been used to support the Charlestown Boys and Girls' Club, various scouting groups, fire and rescue, and our local high school marching band, to name a few. Also, your generosity enables us to provide many free activities for children during our festival. A new vision being orchestrated includes scholarship opportunities. In addition, our festival provides an opportunity for numerous other non-profit organizations to raise funds by being vendors at our event. Your continued support is greatly appreciated and provides far reaching benefits.

Sponsorship contributions can give your company an increase in exposure to the community through our advertising venues such as a link from our website (www.CharlestownRiverfest.org) to yours, as well as acknowledgement in our newspaper and radio advertisements. Acceleration of exposure is achieved according to degree of sponsorship, (see enclosure). Since **Riverfest in Historic Charlestown, Inc. is a 501(c)(3) nonprofit charitable organization**, your contribution is tax deductible. Best of all, proceeds from Riverfest will continue to nurture and benefit the children and community of Charlestown.

Our 9th Annual Festival will be held September 10th and 11th, featuring:

- *A parade
- *Fireworks
- *Live entertainment
- *Antique and Classic Car Show
- *Children's fishing tournament
- *Miss Riverfest Pageant (4 age groups)
- *Numerous children's games and activities
- *An assortment of delicious food and beverages from our reputable vendors
- *Arts, crafts, decoys, and jewelry vendors (just to name a few)

Additional activities anticipated include parasailing, boat rides, carnival, kayak race, pretty baby contest, and many, many more.

We always welcome sponsors; however, to ensure your name is included on all appropriate advertising and brochures, **we must have a commitment by July 31, 2011.**

Enclosed is your sponsor sign up form with the different levels explained on the back. For your convenience, we've included a postage paid return envelope.

Thank you for your continued support. We hope to see you at Riverfest!

Respectfully,

Allen W. McDaniel
Chairman, Riverfest Historic Charlestown, Inc.