

118 Home Economics Building, University of Arkansas, Fayetteville, AR 72701-1201
479-575-4305 • Fax 479-575-7171 • www.uark.edu/depts/hesweb

Name or To Whom It May Concern

Title...

Company Name...

Address...

Address...

Dear Sir/Madam:

We are contacting you to make you aware of an amazing opportunity for your company to sponsor the 3rd annual Fayetteville Holiday Pet parade. This parade is organized by the University of Arkansas Event and Convention (hospitality) Management students in conjunction with Fayetteville Visitors Bureau. The parade is slated for Saturday December 4th, 2010 at the Square in Downtown Fayetteville. The parade is a pet fashion competition and an opportunity for pets and their owners to show off their holiday spirit. All of the proceeds from the event go to the Fayetteville Animal Shelter.

We are expecting around 500-1,000 people, and we are planning for a family friendly atmosphere characterized with fun for pets and owners of all ages. As a class, we are starting with no funding for the event and we are relying solely on donations and sponsorships. We seek donation for any of the following sponsorship levels: Diamond (\$500 and above), Platinum (\$300 and above), Gold (\$200 and above), Silver (\$100 and above), and Bronze (\$50 and above). In return this event will most definitely present you with a lot of opportunities to promote your sales, image and awareness in the community, and boost your already great standing even higher especially in Northwest Arkansas. Your sponsorship of the 3rd annual Holiday Pet parade will absolutely create a buzz not only about your company's generosity, but also about your involvement in the community. Most importantly, through your sponsorship of this years' parade, your company will show the city of Fayetteville and your target market your ultimate love for the community, especially animals, which will set you apart from the rest of your competitors. ***For detail breakdown of sponsorship benefits please see the attached benefit information.***

Thank you for your time. We hope that you will consider sponsoring the 3rd annual Holiday Pet parade. To sponsor this year's parade please fill out the attached sponsorship form and fax it to Fayetteville Visitors Bureau, attention: Shelly Walters at (479) 571-4731, or send the form and your payment option to Fayetteville Visitors Bureau, attention: Shelly Walters, 21 South Block Suite 100, Fayetteville, AR 72701. ***Sponsorship form or commitment must be received by November 26th to ensure your full benefit of our PR programs (e.g. media, posters, and flyers).*** We hope to see your company representatives at the parade on December 4th for the 3rd annual Holiday Pet parade.

Sincerely,

Sincerely,

Dr. Godwin-Charles Ogbeide
(Faculty Facilitator)

XXXXXXXXXXXX
Student
(Member of the Planning Committee)

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Dear Sir/Madam:

This letter of proposal is to solicit your sponsorship for this year's "Lights of the Ozarks" parade. Lights of the Ozarks parade is a unique event set aside for the winter holiday season whereby downtown Fayetteville, is turned into a sparkling wonderland. The theme of this year's parade is "Over 'The Hill' We Glow". The community gathers to witness the lighting of the square and celebrates the holiday with an appearance by Santa. Horse-drawn carriage rides are available and holiday music fills the air. Each year Fayetteville Parks and Recreation workers spend over 2000 hours decorating the downtown square with thousands of lights, which will all be lit on the night of the parade. The parade is slated for Saturday, November 20th on the Square in Downtown Fayetteville.

This year's parade is organized by the University of Arkansas Event and Convention (hospitality) Management students in conjunction with the Fayetteville Convention and Visitors Bureau. This year's parade is going to be the best since the inception of the parade. All of the proceeds from the event will be supporting Fayetteville charitable organizations including the Fayetteville Animal Shelter. This event will also benefit the University of Arkansas event and convention hospitality students with regard to the impeccable experience they will gain from planning this event, acquiring sponsors and vendors for the event, and executing the event.

Attendees are generally members of the community including organizations that are interested in family friendly atmosphere. We are expecting to increase the attendees from about 5000 last year (2009) to about 6000 this year on the night of the parade alone. We are relying solely on donations and sponsorships for this event. That's where your company comes in. We would significantly appreciate your consideration to sponsor this year's "Lights of the Ozarks" parade. As a fun competition, we are going to place Santa on the float of the sponsor that gives the largest monetary donation towards this event. In this way, we will give special recognition to our highest funder. In addition, this event will present you with a lot of opportunities to promote your sales, your image, and of you and your products or services in the community.

Sales Opportunities

This event will help your sales and enhance the visibility of your firm in Northwest Arkansas. Some of the sales driving tactics set aside exclusively for our sponsors include but are not limited to:

1. The use of the "Lights of the Ozarks" parade as a platform/venue for the promotion of your product(s) and/or service(s).
2. The opportunity to create "shelf noise" by placing your event related display, or something that represents the theme of the event on-site.

Image Building Opportunities

In addition to the sales promotional benefits for sponsoring this event, your sponsorship of this parade would create or enhance the image of your company as well as your product(s) and/or service(s) throughout Northwest Arkansas. Some of the image building tactics set aside exclusively for our sponsors include but are not limited to:

1. The announcement of our sponsor(s) in public and media relations campaigns
2. PR programs (e.g., media, flyers, posters etc) which will support sponsorships

Awareness Opportunities

Additionally, your sponsorship of the “Lights of the Ozarks” parade will absolutely create awareness not only about your company’s generosity, but also about your company’s involvement in the community, which will ultimately set you apart from the rest of your competitors. Some of the awareness building tactics set aside exclusively for our sponsor include but are not limited to the following:

1. Our sponsors will be included as sponsor(s) in all or a combination of the following: KNWA promotion, Cumulus Radio, all newspapers, posters, schedules, flyers, etc. These will be placed in targeted locations.
2. We are working with a lot of media (KNWA, Cumulus Radio, all local newspapers,) as well as posters, flyers etc. for advertising and promoting our sponsors.
3. Our sponsors will have the opportunity to directly promote their product(s) and/or service(s) to all the attendees on the day of the event.
4. The use of a “banner” with the presenting sponsors’ name on the display helps build customer knowledge regarding our presenting sponsor(s) and builds goodwill.
5. The opportunity for the sponsor to do product showcasing/on-site sampling, which would allow attendees to see and try the product(s) and/or service(s) of our sponsors.

We currently have several media sponsorships for the event. At this time we are seeking monetary and other in-kind donations for any of the following sponsorship levels to cover some of our expenses and other objectives of the parade: Diamond (\$1000 and above), Platinum (\$750 and above), Gold (\$500 and above), Silver (\$250 and above), and Bronze (\$100 and above). For a detailed breakdown of sponsorship benefits, please see the attached benefit information.

We would sincerely appreciate your company’s investment and active participation in the shaping of this year’s “Lights of the Ozarks” parade. In return, all our sponsors are exempted from the parade fee, they will be gracefully honored and recognized on the event’s website, and this event will present them with a lot of opportunities to enhance their sales, their image and awareness in the community. We sincerely appreciate your assistance knowing that you will make 2010 “Lights of the Ozarks” parade another incredible yearly event. Any donation will be sincerely appreciated. Make donations payable to Fayetteville Visitors Bureau, and fax your sponsorship form to Shelly Walters at (479) 571-4731, or send the form and your payment option to Fayetteville Visitors Bureau, Shelly Walters, 21 South Block Suite 100, Fayetteville, AR 72701. We hope to see your company represented on November 20th for the 17th annual “Lights of the Ozarks” parade.

For further information, contact the Fayetteville Visitors Bureau at toll free number: 800-766-4626 and/or Dr. Godwin-Charles Ogbeide at (479)575-2579. You may also e-mail the organizers at lightsoftheozarks@gmail.com. Your earliest response will be sincerely appreciated.

Sponsorship Level	Cost (\$)	Sponsorship Benefits					
		Santa on your float	On-Site promotion and sales	Media Recognition (TV., Radio, and/or Newspaper)	Personal Poster for your Business	Poster and/or Flyer Ads	Event Website
Diamond	\$1000 and above	*X	X	XXX	X	X	X
Platinum	\$750 and <\$1000		X	XX	X	X	X
Gold	\$500 and <\$750		X	X	X	X	X
Silver	\$250 and <\$500			X	X	X	X
Bronze	\$100 and <\$250				X	X	X

* Santa on the float of the highest donor among the diamond sponsors.
 XXX denotes the level of media coverage. The more the Xs the more the media coverage

2010 Holiday Pet Parade
December 4, 2010
Fayetteville Square, Downtown Fayetteville

Sponsorship Form

Name of Organization/Company

Work Telephone #

Fax #

Email Address

Mailing Address

City

State

Zip Code

Full Name of Emergency Contact

Telephone #

Email Address

Sponsorship Level (Check the appropriate level of sponsorship)

_____ Diamond (\$500 and above)

_____ Platinum (\$300 and above)

_____ Gold (\$200 and above)

_____ Silver (\$100 and above)

_____ Bronze (\$50 and above)

Payment Method (select the appropriate payment option and follow the payment instruction below).

___ **Check**

___ **MasterCard**

___ **Visa**

___ **Discover Card**

Card #

/ /
3-digit Expiration date
Security #

Signature

Date

Check Payment: Make check payable to Fayetteville CVB, and fax your sponsorship form to Shelly Walters at (479) 571-4731, or send the form and your payment option to 21 South Block Suite 100, Fayetteville, AR 72701.

For further information, contact Fayetteville Visitors Bureau at toll free number: 800-766-4626 and/or Dr. Godwin-Charles Ogbeide (U of A) at (479)575-2579. You may also e-mail the organizers at lightsoftheozarks@gmail.com. Your earliest response will be sincerely appreciated.

Cryptogram: _____