

To: West Tennessee Strawberry Festival Supporters

From: Laurie Gamble, President  
Sponsorship Committee

Re: 73<sup>rd</sup> West Tennessee Strawberry Festival Sponsorship

Humboldt and our West Tennessee neighbors are proud to have ownership in one of the longest successful running festivals around and the planning and preparation for the 73<sup>rd</sup> Annual West Tennessee Strawberry Festival, May 2-8, 2010 is now underway. It is awesome to see what happens when people, not only from Humboldt, but all of West Tennessee, unite with a common bond of carrying out the traditions of the historical West Tennessee Strawberry Festival.

Each year, our supporters, with the thousands of festival attendees, look forward to the many exciting festival events, i.e. fireworks, Berry entertaining music, BBQ cook-off, horseshow, Christian concert, 5K & 10K race, pet parade, beauty pageants, parades with floats and bands, carnival, and festival cuisine.

Again, the sponsorship letter is coming to you a little earlier in order for you to have ample time when formulating your annual budget. The festival could not continue without the generous contributions of our committed sponsors.

Your loyalty is always appreciated and we again ask for your pledge and support of the 73<sup>rd</sup> Annual West Tennessee Strawberry Festival. Enclosed is information regarding the different sources of revenue for the WTSPF. Please review it carefully and choose the source and levels that meet your financial support.

Thank you for your willingness and commitment through your contribution to the traditions of the Strawberry Festival.

*Laurie Gamble*

There are several different sources of revenue for the West Tennessee Strawberry Festival.

1. **Sponsorship levels** (see attached sponsorship level packages)  
The success of the West Tennessee Strawberry Festival not only depends on the dedicated volunteers, but none of the activities and events are possible without the monetary and in-kind support of our sponsors. Our sponsorship level packages offer various ways of advertising opportunities for you.
2. **Strawberry Flags** (see attached sponsorship level packages)  
These flags hang along the parade route on Main Street and 22<sup>nd</sup> Avenue during the months of April and May. It is a wonderful way to advertise your business and to support the festival as well. The flags can be purchased alone or may be included in several of our different sponsorship levels.
3. **Strawberry Festival website**  
The festival has its own website, [www.wtsf.org](http://www.wtsf.org). This is a useful means for our supporters to advertise. Our website offers one an opportunity to check online for event listings, times, locations, event winners, and event applications, etc., as well as offers a direct link to your business/industry website.
4. **Magazine Advertising** (see attached listing for magazine advertising)  
The beautiful West Tennessee Strawberry Festival magazine features our royalty and the many memorable events and activities of our festival week. This magazine is seen by many in the West Tennessee area as well as in other areas of the United States. Please see the attached listing of the many different opportunities offered for magazine advertising.
5. **Donations**  
If you are unable to participate at the sponsor levels but would like to send a donation, we will place your contributions to the Strawberry Festival General Fund.

Please review these different sources of revenue and sponsorship levels carefully and choose the level that best meets your financial support. Enclosed is the required form for you to complete and return to the West Tennessee Strawberry Festival, c/o Humboldt Chamber of Commerce, on or before the deadline of January 29, 2010.

We truly appreciate your monetary commitment and support of the festival over the past 72 years.