



Dear WNY Dairy/Agriculture Festival Friend,

“ALL SEASONS IN FARM COUNTRY” is this year’s festival theme, starting Friday night, June 3<sup>rd</sup> and ending Sunday, June 5<sup>th</sup>. Three days of fun, food, adventure, rides, live music and supporting the local farmers and community. The experience and determination of a core group of chamber, business, village, town and agri-business folks is moving the festival into its 23<sup>rd</sup> year of existence.

FRIDAY NIGHT, THE MUSIC TENT WILL BE HOPPING WITH TERRY BUCKWALD (ELVIS IMPERSONATOR), ALONG WITH A LARGE VARIETY OF FOOD STANDS, AMUSEMENT RIDES, ALL BETWEEN THE HOURS OF 5PM AND 11 PM.

SATURDAY IS PACKED FULL OF ACTIVITIES FOR ALL AGES. THE DAY KICKS OFF WITH A 2-HOUR PARADE AND A FABULOUS TRADE SHOW. Throughout the day, visitors can enjoy activities like the huge parade, large variety of trade & craft show booths, ducky derby, amusement rides, kids’ farm activity & game tent, petting zoos, old fashioned games at the high school PLUS “Dress Up Your Tractor” contest, strongman competition, model airplane demonstrations, hayrides, geo cache hidden treasure, contests and lots of demonstrations. There will also be a fantastic array of music under the music tent until 10:00 pm followed by fireworks.

SUNDAY, NOON TO 5PM FEATURES POPULAR MUSIC AND DANCE GROUPS, LOTS OF FOOD, RIDES, ANTIQUE FARM EQUIPMENT, POPULAR ANTIQUE & CLASSIC CAR SHOWS, FARM ACTIVITY TENT, PETTING ZOOS, CRAFT SHOW, BIKE PARADE & RODEO, A MINIATURE HORSE PULL, CLOWNS, FACE PAINTING & LOTS MORE.

Plans are coming together, but we still have one hurdle to jump and that’s FUNDING. The cost of the music, parade, tents, port-a-johns, 2-way radios, advertising, contest expenses is estimated at approximately \$14,000. If you helped us last year – THANK YOU – can you please help us again this year? If you couldn’t contribute last year, CAN YOU THIS YEAR? Every donation matters. The Festival is self-supporting and without sponsors, it won’t happen.

We try to make your sponsorship very visible before, during and after the festival. Your business name will be publicized in the following ways, depending on the level of sponsorship:

**PLATINUM - \$500 or more** – your name or logo on all:

Press releases and moos-letters, WNY Summer Fun Guide, Sun & Journal newspapers, Event Boards at festival, entertainment stage signs, on WNY Dairy/Agricultural Festival website, in official festival newspaper distributed to 35,000 homes plus your name mentioned on WSPQ, on live P.A. announcements during the festival PLUS A FREE BOOTH at the festival. You can even pick one event to sponsor and display your business banner at that event.

**GOLD - \$300-\$499** – your name or logo on all:

Pre-publicity press releases and moos-letters, WNY Summer Fun Guide, Sun & Journal newspapers, event boards at the festival, stage signs, on festival website, in festival newspaper PLUS A FREE BOOTH at the festival.

**SILVER - \$100-\$299** – your name or logo on all:

Moos-letters, event boards at festival, stage signs, in festival newspaper, on festival website.

**FRIENDS OF FESTIVAL – under \$100** – your name or logo on all:

Moos-letters and festival newspapers.

YOUR NAME WILL BE EVERYWHERE!

Start-up monies are needed now to get this off the ground. Every donation counts...large or small. If possible, please write your check NOW to: WNY Dairy/Agricultural Festival and mail it to: Festival Sponsorship, c/o WNY Dairy/Agricultural Festival, 41 East Main St., Springville, NY 14141. THANK YOU FOR YOUR MUCH NEEDED SUPPORT!!!

Sincerely,

Joan Taylor, Chairman  
2011 WNY Dairy/Agricultural Festival

-----clip & mail with check-----

Yes, our company \_\_\_\_\_, would like to help sponsor the WNY Dairy/Agricultural Festival for 2011.

Our check for \$ \_\_\_\_\_ is enclosed.

Our company would also like to participate at the festival in:

- \_\_\_\_\_ booth space
- \_\_\_\_\_ in the parade
- \_\_\_\_\_ sponsor an event/activity – preference is \_\_\_\_\_
- \_\_\_\_\_ not at this time
- \_\_\_\_\_ take me off the list