

HIGH BRIDGE

BOROUGH

Hunterdon County, New Jersey

High Bridge Events Committee

February 17, 2017

Dear Event Sponsor,

We're writing to you at this time for two reasons. The first is to thank you for your past support of events in High Bridge. All the events coordinated by the Events Committee are not funded in the Borough budget and we rely solely on contributions from our sponsors to produce them. *Your generosity makes it all possible. Thank you!*

Our mission is to produce and promote events in the Borough and to develop new events in the future to further enrich our community. We began by supporting established events such as the Pooch Parade and Saturday Night Flicks, while taking the lead on events such as the Soap Box Derby and Community Day that were previously coordinated by other Borough groups. It is our goal to ensure that all events are self sustaining and will continue for many years.

The second reason for this letter is to ask you to your continued support in 2017. In the past, donations have been solicited multiple times by phone or mail from different coordinators as each event came up on the calendar. We would like to streamline the process as well as make it easier for your contribution planning to Borough events by **asking for your support one time, early in the year**. This will also help our event coordinators better plan their events, knowing that they are fully funded well ahead of time.

To that end, please find the attached Sponsorship Forms, which offer three ways in which you can maximize the advertising potential for your business with a contribution. On the first sheet are Annual Sponsorship Packages, which will support several events with one contribution. The second sheet lists all the individual events with suggested sponsorship levels you may pick separately. On the third sheet, you can make a blanket contribution and give our Committee the discretion to support events as needed. We have also included an option to spread your contribution out over the year, if you prefer.

Again, we thank you for your continued support of High Bridge Events!

Best regards,

JAMIE TAYLOR

Jamie Taylor, Chair
High Bridge Events Committee

and all of our Committee Members and Event Coordinators:

Ruby Reuter & Michele Davis – Pooch Parade
Lynn Hughes – Friday Night Flicks
Anthony Birritteri – Concerts in the Commons
Erin Delgado – Plein Air Paint Out

Natalie Ferry – Soap Box Derby & Recording
Secretary
Fred Ferry – Soap Box Derby