



4042 Anderson Highway  
P.O. Box 511  
Powhatan, VA 23139

February 15, 2010

Dear Business Owner:

SUBJECT: "Chow Down" Food Festival and Food Bank Drive

The **Chow Down in Powhatan** is the start of the spring "season of festivals". My name is Runda Harris and I am seeking your support for Powhatan's first annual food festival, "Chow Down" and spring food bank drive. It is a free, family event that is designed to showcase the diverse array of culinary delights available in central Virginia, and bring awareness to the battle against hunger through our "Hungry to Help" food donation drive for the Central Virginia Food Bank. The festivities will include live entertainment, children's activities, car and bike shows and more. Visitors who are 'hungry to help' will bring non-perishable items to be donated to the food bank.

Presented by Powhatan County Fair Association, in partnership with Powhatan County Parks and Recreation, the festival will be held at the Powhatan County Fairgrounds on Saturday, April 10, 2010. We are looking for sponsors to help support this event. This is a great opportunity for your company to receive exposure to thousands of people and help support a worthy cause. Our goal is to collect 1,000 pounds of food. Your participation is vital to our ability to fulfill our mission of involving the community in the alleviation of hunger and malnutrition.

The Powhatan County Fair Association (PCFA), a 501c3 volunteer-run organization, is dedicated to producing events including the annual Powhatan County Fair, Harvest Fest Trunk or Treat, traveling circus and a host of other events to improve the quality of life for the residents and visitors of Powhatan County. All staff donates their labor, time and talents. Each year, event proceeds go back into our community which benefits youth, seniors, and the underprivileged.

Enclosed you will find details about this sponsorship opportunity. Please show your support through your tax deductible donation.

I will be calling you in a few days to answer any questions you might have. You may reach me at 804-284-1501 or email me at [runda.harris@capitalone.com](mailto:runda.harris@capitalone.com).

Sincerely yours,

Runda Harris, Chow Down Coordinator

## Special Thanks to our Sponsors

*Your sponsorships, donations, and in-kind support clearly and concretely exhibit your belief in the value and importance of our community. We salute you for your leadership!*

### Chow Down Food Festival Saturday, April 10, 2010

#### SPONSORSHIP APPLICATION

Name \_\_\_\_\_

Address \_\_\_\_\_

City/County \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Email address: \_\_\_\_\_ Telephone: \_\_\_\_\_

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

**Please make checks payable to:** Powhatan County Fair Association, Attn: Kevin Myers, Director Parks and Recreation, 3834 Old Buckingham Rd, Powhatan, VA 23139. Call Runda Harris at 804-284-1501 for pick up.

#### Sponsorship Levels

Select Level:

**Platinum:** \$5,000 \_\_\_\_\_ **Gold:** \$2,500 \_\_\_\_\_ **Silver:** \$1,000 \_\_\_\_\_  
**Bronze:** \$500 \_\_\_\_\_ **Star:** \$250 \_\_\_\_\_ **Patron:** \$100 \_\_\_\_\_

#### Select Area of Sponsorship:

Tents/Chairs- \$2,000    Entertainment- \$1,500    Port-a-Toilets- \$1,800    Generator \$1,000  
Car Show - \$500    Bike Show- \$500    Children's Area/inflatable's \$750

#### Sponsor Benefits:

- o Reference in promotional print materials
- o On-site sign or banner exposure
- o Company logo and hyperlink on website and in newsletter
- o On-site exhibit booth

We will offer an in-kind service (list item/value): \_\_\_\_\_

We will donate a product (list item/value): \_\_\_\_\_

We will recruit \_\_\_\_\_ (number) of volunteers.

We will provide advertising, marketing and promotional support. \_\_\_\_\_

**Thank you for your contribution!**