



April 26th - 29th, 2007

North Redondo Beach Business Association

23rd Annual

Dear Prospective Sponsor:

It is hard to believe that the North Redondo Beach Business Association has been sponsoring the Spring Fest for nearly three decades. We have proven we can put together a very successful event and the local community has strongly supported the Spring Fest year after year.

We again expect 25,000 to 30,000 people to attend the weekend event. We will have arts and crafts booths, food vendors, business and community awareness booths, musical entertainment, Art Contest for the children, children's stage, amusement rides for the children and adults, and much much more.

Why does the Association sponsor this event? We do so for two primary reasons. First, this is the organization's only fundraiser of the year. The money raised is used to support our activities in the community such as giving out college scholarships and co-sponsoring many community projects among other things.

Second, we want to promote the local economy, so the Spring Fest is used to publicize other North Redondo Beach Merchants. This is done over the Spring Fest weekend as well as throughout the year. We distribute maps and directories, prepare special public promotions, send out community materials, and help out with other well worth public causes.

Having your company as a sponsor will enable us to have a successful event and fund our other activities. In return, your company's name will appear on print advertising whenever possible, the name and/or banner will be prominently displayed in the main staging area, and your company name will appear in all press releases promoting the Spring Fest and on all printed materials.

Enclosed with this letter are materials that show the various levels of sponsorships and additional information about the activities that take place at the Spring Fest.

The North Redondo Beach Business Association hopes you will join with us in sponsoring the Spring Fest.

Sincerely,

Clark Adams
President
NRBBA