



Wolverine Lumberjack Festival

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www.wolverinelumberjackfest.com

February 18, 2010

Dear Local Business Owner,

It is once again that time of year! After spending our cold winter months trying to keep warm, right about now our thoughts begin to look ahead to warmer days and spending time out of doors with friends and family. We here on the festival committee have had summer on our minds too, as we try to decide which events and features will bring the most enjoyment to our families and neighbors - and visitors too!

In honor of the **30th Annual Lumberjack Festival**, we would like to bring the festival back to its roots as a celebration of our area's history by featuring as many *free* events as possible, such as a top-notch "**All-American**" **timber show**, Lumberjack storytelling and musical shows with **renowned author and PBS film maker, Bill Jamerson**, old-favorite B&D Pedal Pullers competitions, and an all-new, *free Kids' Alley!*

You may be asking yourself, "Why offer so many free events?" Well, having families of our own, we know that good, inexpensive family entertainment is hard to come by these days and, with the downturn in Michigan's economy, even "inexpensive" can be out of the question for the average family. That's why we feel it is important that the **Lumberjack Festival be the destination of choice for good, local fun** for kids and their parents, for a fraction of the price it would cost to travel out of town for similar events.

But the biggest reason is that, at the festival's core, is a desire to **make Wolverine a better place** to live, work and grow up in. Through the festival's own charitable donations and fundraising opportunities to and for local non-profits, educational and athletic programs, as well as community beautification projects, it seeks to ultimately serve the people in the community in which it operates.

But in light of all this, the festival isn't about a handful of individuals sitting in meetings hoping their plans will come together - it can only be a **community-wide effort** involving countless hands and minds that will make **this year's event a success**. In light of this, we hope you will join our efforts by donating to the Lumberjack Festival. Please look over the attached form to see where your efforts could be put to maximum use, and then send it in to us as soon as possible so we can start getting the good word around! As they say in the festival business, **"No sooner done than said!"**

We are organized under IRS code 501(c)3 for charitable non-profits and will provide a giving receipt for you to claim your contributions on your business's 2010 tax return.

Thank you so much for your consideration!

Sincerely,

The Wolverine Festival Committee

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2010 SPONSOR FORM

Ideas...

- Checklist for specific sponsorship with 1st, 2nd, 3rd, etc. choices + “use where most needed” option.
- Ad prices? Can ads be optional or can businesses be given a specific ad package based on their level of giving? (i.e. Donations over \$25 get this ad, over \$50, over \$100, etc.)
- Checkbox for “I’d like a receipt sent in the mail?”