

Bel Air Independence Day Committee, Inc.



P.O. Box 724 ▪ Bel Air, Maryland 21014
410-879-4245 Answering Service ▪ 410-893-2598 Fax Line



April 30, 2009

Dear Friend of the Bel Air Independence Day Parade:

With great pleasure we present to you the 2009 Bel Air Independence Day Parade, which is entitled "**American Patriots — Then and Now!**"

As you know, we offer businesses the opportunity to help support the parade by sponsoring specific components IN the parade. We hope that you will choose to join your fellow businesses in being a **PARADE BAND SPONSOR** for 2009. The cost of this CHARITABLE sponsorship is **\$1,200.00**, in exchange for which you will receive:

- **A Banner** with your business name, logo and/or slogan, carried in the parade in front of your sponsored band, thus making sure you receive the credit for it! If you are a new sponsor, please submit your logo and verbiage; banner carriers are provided by us, but you are free to participate if you wish. Parade attendance (and therefore the number of people who will view your banner) is estimated to vary from 35,000 – 65,000, depending on the weather and the day;
- **Highlighted Credit** in all public relations and on the official web site.
- **Highlighted Listing** on the Major Sponsor Page in the official program; 20,000 programs are distributed throughout the greater Bel Air area during the week leading up to the festivities on July 4.
- Additional Listing as "**Patriot**" in the Donors List in the official program;
- **Detailed Thank-You Announcement** including information about your business from the Reviewing Stand during the Parade;

Thanks for helping us make the 2009 Bel Air Parade a most moving and patriotic celebration! Please fill out the accompanying form and send it or fax it in to lock in your sponsorship. Bands are available on a "first come" basis, but we are pleased to offer MANY more local bands this year for you to sponsor!

Thanks again for your support!

Sincerely yours,

A handwritten signature in black ink, appearing to read 'Michael I. Blum'.

Michael I. Blum
Parade Chairman
Vice President, Bel Air Independence Day Committee, Inc.
(410) 893-1700

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BEL AIR JULY 4th, 2009, PARADE BAND SPONSORSHIPS

Yes! I want to be a BAND SPONSOR in the 2009 Parade!

- Enclosed please find my check for \$1200.00 made payable to the **Bel Air Independence Day Committee, Inc.**
- I promise to send in my check for \$1200.00 no later than **June 5, 2009.**

Official Name of Sponsor: _____

Contact Name: _____

Signature: _____ Date: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone (day): _____ (night): _____
(area code) (area code)

Fax number: _____
(area code)

MAIL THIS FORM TO THE ADDRESS AT THE TOP OF THIS PAGE, along with your check made payable to THE BEL AIR INDEPENDENCE DAY COMMITTEE.

OR, YOU MAY FAX THIS FORM TO: 410-893-2598, ATTN.: MICHAEL BLUM, but you still must send your check to the above address.

Please see our web site: <http://www.BelAirJuly4.org> for additional details.

A complete up-to-date list of AVAILABLE bands will be faxed or e-mailed to you, as you prefer:

- E-mail me the list. My e-address: _____
- Fax me the list to the number above.

The Bel Air Independence Day Committee is a 501(c)(3) charitable organization. A copy of a current financial statement is available upon request by contacting the Bel Air Independence Day Committee, P.O. Box 754, Bel Air, MD 21014, Attn.: Janet Leedy. Documents and information submitted to the Secretary of State under the MD Charitable Solicitations Act are available from that office for the cost of copying and postage. BAND sponsors will receive a form noting the tax-deductible contribution.