

Bel Air Independence Day Committee, Inc.



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



February 7, 2011

Dear Friend of the Bel Air Independence Day Festivities

With great pleasure we present to you the 2011 Bel Air Independence Day Festivities, which have the theme "**Three Cheers for the Red, White & Blue!**"

Since we have to raise the funds required to hold this day-long celebration, we offer businesses the opportunity to help support the festivities by sponsoring specific components of them. We hope that you will choose to be our sole **PROGRAM SPONSOR** for 2011. The cost of this CHARITABLE sponsorship is **\$3,500.00**, in exchange for which you will receive:

- **Exclusive use of the back cover of the official program, ABOVE the standard Committee foot block, for your color ad.** Only the front and back covers are printed in color. Your ad should be in keeping with the theme of the event, and should be "institutional" rather than "commercial" in nature. 20,000 programs are distributed throughout the greater Bel Air area during the week leading up to the festivities on July 4. No other business gets this prominence.
- **A Banner** with your business name/logo, carried in the parade in front of the band of your choice, in the parade. A full announcement of your sponsorship is made from the Reviewing Stand when the banner reaches it, as well as part of the general introduction from the Reviewing Stand. 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.
- 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 2011 Bel Air Celebration a most moving and patriotic one! Please fill out the accompanying form and send it or fax it in to lock in your sponsorship. Bands for your banner are available on a "first come" basis, but we are pleased to offer MANY options for you to consider, including more local bands than in any other Harford parade.

Sincerely yours,

Michael I. Blum

Parade Chairman; Vice President, Bel Air Independence Day Committee, Inc.

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(410) 893-1700

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BEL AIR JULY 4th, 2010 PROGRAM SPONSORSHIP

Yes! I want to be the PROGRAM SPONSOR for 2010!

- Enclosed please find my check for \$3,500.00 made payable to the **Bel Air Independence Day Committee, Inc.**
- I promise to send in my check for \$3,500.00.

Official Name of Sponsor: _____

Contact Name: _____

Signature: _____

Date: _____

Address: _____

City: _____

State: _____

Zip: _____

Phone (day): _____

(area code)

(night): _____

(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.