



DOWNTOWN MITCHELL
Walk with the Herons

August 2, 2019

Dear Supporter:

To celebrate the rich and diverse talent in West Perth, the Mitchell Business Area & West Perth Heritage and Culture Committee are hosting a Music in the Park for the months of August and September. The summer concert series will be held on Sunday evenings, from 6:30 p.m. to 7:30 p.m. at the Mitchell Lions Park.

We are excited to provide the opportunity for our community to enjoy a fun mix of musical genres in a family friendly atmosphere.

I am writing this letter to invite you to sponsor this exciting new cultural event! As a leader in the community, your support will celebrate local musicians as you receive promotional opportunities, sponsorship benefits and profile through signage, material distribution, logo placements and announcements.

Your support for the summer concert series goes directly back into the event to continue to support the community, bringing culture, and family entertainment right to West Perth.

Enclosed is a sponsorship form that gives information on sponsorship benefits. Beyond your sponsorship, we welcome you to join us by participating in our Music in the Park. We look forward to hearing from you. For more information about this event, please contact: Trish McNaughton, Mitchell Business Improvement Area Coordinator, tmcnaughton@westperth.com.

On behalf of the Mitchell Business Area & West Perth Heritage and Culture Committee we thank you for your support and look forward to receiving your reply!

Sincerely,



Cheri Bell, Chair
Mitchell BIA
cbell@westperth.com

Enclosure: Sponsorship Package

Music in the Park Sponsorship

Name of Person/Business or Organization	
Mailing Address:	
Contact Person:	
Email:	
Telephone:	

- Become a corporate sponsor or event supporter. Level of Support _____
- Sponsor [insert type of in-kind donation] _____
- Participate on planning committee
- Volunteer at event

We will be taking requests for preferred dates for your sponsorship but that will be done on a first come, first serve basis. Please respond at your convenience, through one of the following options, if you are interested in supporting this event:

- Telephone: (519) 348-8429 ext. 239
- Mail form to the Municipality of West Perth, PO Box 609, Mitchell, ON N0K 1N0
- Email: tmcnaughton@westperth.com
- Visit the Municipal Office in person, weekdays from 8:30 a.m.- 4:30 p.m.

Thank you for your support!

Sponsor Benefits & Recognition Chart

	Bronze	Silver	Gold	Platinum
Donor Level	\$50	\$100	\$200	\$500
Logo on Event Poster				x
Logo on Website (event page)			x	x
Name Listing on Website (event page)	x	x		
Acknowledgement in Media Release			x	x
Acknowledgement by MC: min x4			x	x
Acknowledgement by MC: min x1	x	x		
Digital Event Promotion			x	x
Site Space for your Banner (Company to provide)				x
Mention in digital Newsletter	x	x	x	x
In-Kind	Benefits as above based on estimated level of support			