



August 7, 2010

Dear Community Supporter:

No one is immune from worrying about today's difficult financial challenges. Even though the Ocean State's economic climate is slowly improving, many residents still continue to stay at home, travel less, and spend less for entertainment. I believe that the 2010 Pawtucket Arts Festival is needed more than ever to provide Rhode Islanders the needed opportunity to enjoy quality musical and artistic programming either free or at a very nominal fee.

Throughout the ages, in trying times, art has both inspired and brought hope to people in their lives. Like in the past, art will continue to have a strong positive impact on today's society.

Your sponsorship to support the upcoming Pawtucket Arts Festival will do more than just sustain our annual event and positively promote our community. It just makes good business sense, too. Over the past eleven years our continued marketing efforts (using marketing collateral, newspaper advertising, radio, cable and television advertising) have promoted the names of sponsoring businesses throughout the Ocean State, the New England region, and nationally. For your information, the Pawtucket Art Festival's official website www.pawtucketartsfestival.org will provide you with details about last year's Arts Festival, including a description of events, and a list of our business sponsors.

Like 2009, this year's Arts Festival, scheduled from Aug. 27 throughout the month of September, 25, will bring back to Pawtucket a sparkling array of performing and visual arts that appeal to people of all ages and interests. With your sponsorship, we hope to provide the quality programming that you and the tens of thousands of attendees expect.

I hope we can count on your financial support and sponsorship for our 2010 Pawtucket Arts Festival. Enclosed is a listing of the Pawtucket Arts Festival's 2010 sponsorship opportunities for you to complete and return. Your financial support of the Pawtucket Arts Festival will help the Festival to flourish, even in these difficult times.

With much appreciation,

Herb Weiss
Chair, Pawtucket Arts Festival Executive Committee

Enclosure