

March 5, 2010



Dear Columbia Heights Restaurant Manager:

Thank you for making Columbia Heights Day 2009 such an enormous success! The festival was attended by over 5,000 area residents and it is estimated that over \$75,000 of additional revenue was generated by neighborhood businesses. Several restaurants had their highest day in sales ever, as festival attendees enjoyed brunch and lunch, samplings on the field, and bar specials in the evening. This year, we are expanding our programming to support year-round promotion of Columbia Heights and its area businesses, community organizations and residents.

Sergio Herrera
President

Allison Basker
Vice-President

Donald Parker
Treasurer

Iris Chavez
Secretary

Rose Donna
Board Member

Tavarious Butts
Board Member

Patrick Mara
Board Member

**COLUMBIA HEIGHTS DAY
INITIATIVE**

1314 Kenyon St NW
Washington DC 20010
columbiaheightsday.org

In addition to **Columbia Heights Day 2010**, which will be held at Harriet Tubman Elementary School on Saturday, **August 28th**, our organization will also be hosting a community-wide yard sale in the Spring and neighborhood movie nights over the Summer. Our primary fundraiser is **Dining Out Night**, which will be held **Thursday, July 15th**. We will be putting maximum focus on this fundraiser, as it continues to be a great success for all restaurants involved.

As with previous years, our neighborhood festival showcases *only* local vendors, restaurants, musicians and non-profit groups; you will not find vendors from outside of DC. We work with all participating Columbia Heights businesses and residents to increase business visibility, as well as put on a really fun day filled with music and activities. Our primary goal with this year's events is to give attendees an opportunity to explore Columbia Heights. For this purpose, please consider running specials, which will be included in press releases and promotions. Attached you will find all the ways to partner with Columbia Heights Day Initiative. Don't forget, your charitable contribution is tax deductible to the extent permitted by law, as the Columbia Heights Day Initiative is a 501(c)(3).

As always, your input is included in the planning of this year's festival...this is your festival too. If you have any questions, please feel free to contact Allison Basker via email at basker@columbiaheightsday.org.

Sincerely,

Allison Basker
Vice-President
Columbia Heights Day Initiative

SAVE THE DATE

**Saturday,
August 28, 2010**



***In the heart of
Columbia Heights
Washington, DC***

Columbia Heights Day Initiative 2010 Restaurant Partnership Form



"If you haven't explored the Northwest neighborhood of Columbia Heights much, this is definitely the weekend to rediscover it."
The Washington Post, 8/28/09

Partnership Opportunities in April, June, July, and August

I / We would be delighted to participate. Please complete and return:

Community Yard Sale Special

Saturday, April 3 — 9 am to 2 pm

Restaurant Special (please describe)

Recognition in promotional material and website advertising.

Dinner and a Movie Special

Evenings of Thursday, June 24 and July 29

Restaurant Special (please describe)

Recognition in promotional material and website advertising.

Dining Out Night Sponsorship

Evening of Thursday, July 15 (_____% of sales)

Recognition in promotional material for the fundraiser and website advertising.

Columbia Heights Day Sponsorship

Festival Sponsor (\$3,000)

Named as "Title Sponsor" of the 2010 Columbia Heights Day on all promotional and marketing materials including print advertisements, all press releases, and festival banners; company name and logo (with link on columbiaheightsday.org) and commemorative t-shirt; booth space at festival in high visibility location; and fundraiser held at your place of business.

Community Benefactor (\$1,500)

Recognition on all advertisements including print advertisements, all press releases, and festival banners; company name and logo (with link on columbiaheightsday.org) and commemorative t-shirt; and festival space.

Taste of Columbia Heights (free) Food Sampling Canopy

Canopy Sponsor (\$750)

Recognition on canopy banner; company name and logo (with link on www.columbiaheightsday.org) and commemorative t-shirt; and festival space under your sponsored canopy.

Corporate (\$500)

For larger businesses: A 10' x 10' space under a sponsored canopy with table and two chairs.

Columbia Heights Business (\$200)

For small local businesses: A 10' x 10' space under a sponsored canopy with table and two chairs.

Restaurant Sponsorship

Restaurant Special (please describe)

Recognition in press releases, website and festival program.

Festival Shirt for Staff (\$10/shirt)

_____ staff members. Colors and sizes to be determined.

Sponsorship commitments are due by **March 15, 2010**
and made payable to:

Columbia Heights Day Initiative
1314 Kenyon St. NW, Washington, DC 20010
C: 202-290-4729 • F: 215-261-4729

Financial donations are tax deductible according to Section 501(c)3 of the IRS Code

Your name: _____

Organization / Business: _____

Sponsorship / Booth amount: \$ _____

Address: _____

Phone: _____ E-mail: _____

Comments: _____