

May 9, 2011



1314 Kenyon St NW
Washington DC 20010

columbiaheightsday.org

Sergio Herrera
President

Iris Chavez
Secretary

Donald Parker
Treasurer

Liz Bartolomeo
Board Member
Business Representative

Rose Donna
Board Member
Community Representative

Patrick Mara
Board Member
Community Representative

We are lucky to live in such a great city that attracts hundreds of thousands of visitors and tourists each year to celebrate our nation, delivering much needed tourism and shopping revenue into the local market. As part of the Columbia Heights Day Initiative charter it is our group's purpose to promote our neighborhood's assets to tourists and the residents of the District of Columbia.

A highlight of our work is the annual **Columbia Heights Day Festival**, scheduled this year for **Saturday, August 27, 2011 at Harriet Tubman Elementary School located at 3101 13th Street NW**. It is a day when our neighborhood's cultural, housing, shopping and dining assets are showcased, allowing others to fall in love with Columbia Heights.

As with previous years, our neighborhood festival showcases local vendors, restaurants, musicians and non-profit groups; you will not find vendors from outside of DC. We work with participating Columbia Heights businesses and residents to increase their visibility, as well as put on a fun-filled day of music and activities for people of all ages. In past years, participating restaurants enjoyed increased sales thanks to more than 10,000 festival attendees and welcomed new clientele that have continued their patronage.

Large and small alike, from DCUSA to the smallest of our community's businesses, sponsors and vendors have experienced a direct impact from participation in past festivals. This year promises to be even more delightful. Together we can make Columbia Heights a must-see for all visitors of the nation's capital and *the* neighborhood that DC residents love to visit, as we expand the festival to include 11th Street between Irving Street and Park Road NW.

In order to put on the festival, we rely on support from our business and residential neighbors. This year, we are asking that you participate in this year's festival with a financial contribution; you may use the attached sponsorship form as your guide or use our online form found at www.columbiaheightsday.org/support.html.

As always, your input is appreciated as we plan this year's festival...this is your festival too! We are always open to new ideas and suggestions and we always welcome new members to the planning committee.

Don't forget, your charitable contribution is tax deductible to the extent permitted by law. Columbia Heights Day Initiative is a registered 501(c)(3) organization.

If you have any questions, comments or suggestions, please feel free to contact us via e-mail at info@columbiaheightsday.org. And thank you, in advance, for your support!

Sincerely,

Sergio L. Herrera
President
Columbia Heights Day Initiative



**5th Annual Columbia Heights Day
Festival Sponsorship Form**



**Saturday, August 27, 2011
10:00 am to 6:00 pm
Harriet Tubman Elementary
School, 3101 13th Street NW**

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

Sponsorship

Festival Sponsor (\$5,000) Named as "Title Sponsor" of the 2011 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 www.columbiaheightsday.org website) and commemorative t-shirt; booth space at festival in high visibility location; and fundraiser held at your place of business.

Community Benefactor (\$2,500) Recognition on all advertisements including print advertisements, all press releases, and festival banners; company name and logo (with link on www.columbiaheightsday.org website) and commemorative t-shirt; and festival space.

Main Stage Underwriter (\$1,500) Recognition on main stage banner; company name and logo (with link on www.columbiaheightsday.org website) and commemorative t-shirt; and festival space.

Canopy Sponsor (\$1,000) Recognition on canopy banner; company name and logo (with link on www.columbiaheightsday.org website) and commemorative t-shirt; and festival space under your sponsored canopy.

Booth Space

Booth spaces are available as either a space under a communal canopy (approx. 70ft x 50ft) or utilizing own tent (no larger than 12ft x 12ft). Tables and chairs are provided for all spaces.

Corporate (\$1,000) For-profit business, with national or international operations.

Government (\$500) Federal or D.C. Government entities.

Columbia Heights Business (\$250) For-profit business having local operations in the Columbia Heights neighborhood, that are not Corporate or Government (see descriptions above).

Local Non-Profits, Community Based Organizations and Artisans (\$150) Organizations or artisans having local or regional operations.

Checks are due by August 5, 2011 and made payable to:

Columbia Heights Day Initiative

1314 Kenyon St. NW, Washington, DC 20010

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: _____