



July 22, 2010

Dear Friend of Irvington:

The Historic Irvington Community Council (HICC) has long enjoyed the generous support from local businesses and organizations for as it continues to work to improve the neighborhood of Irvington. As a friend of the Irvington community, we invite you to partner with the HICC in producing the 64th annual Historic Irvington Halloween Festival and Pleasant Run Run.

Held annually, the Halloween Festival provides a free festival within walking distance for many Irvington Residents. The feast attracts nearly 10,000 neighbors, children and families for a positive, fun filled day. The festival also provides an opportunity for other Indianapolis residents to visit Irvington and experience its true essence of community. The day-long festival features local artisans and musicians, food vendors, information booths that offer important municipal and community services as well as an opportunity to engage neighborhood residents in learning more about their shared Irvington history and how to become more involved in neighborhood efforts.

In addition to the festival, we're pleased to also be coordinating the Pleasant Run Run again this year. The PRR is Indianapolis' oldest 5 mile competitive race and has been a fitting complement to the festival for the last 28 years. Last year, we more than doubled the number of run participants from 2008. We hope to do the same this year.

Due to the size of both of these events, they easily provide an excellent marketing opportunity for sponsors that wish to give back to a very giving community. **With the festival and run scheduled for October 30th this year, we expect to have one of our largest crowds in history.**

I invite you to take a moment to review the enclosed information and seriously consider your participation as sponsor of both of these events. Your partnership with the HICC helps us all build a stronger community.

If you have any questions, or would like to discuss other ways you can contribute, please contact me directly at 317-946-5167

Sincerely,

A handwritten signature in black ink, appearing to read "Brian Mack".

Brian Mack
Co-Chairman, The Historic Irvington Halloween Festival and Pleasant Run Run

2010 IHF and PRR Sponsorship Application

All sponsors of these events will receive:

- Complementary booth spaces for on-site sales and display
- Volunteer opportunities for employees (if desired)
- A tax deductible community investment

Benefit	Sponsorship Levels				
	Title	Gold	Silver	Bronze	Partner
Naming rights of festival. Includes: <ul style="list-style-type: none"> • large on-site banner with logo placement • named as sponsor on program and media buy • Multiple sponsor mentions via PA system throughout the event 	★				
Honorary judge positions in festival contests and official starter for PRR	★				
Logo, link to website, and mention in at least two HICC e-newsletter (2,000+ recipients)	★				
Complementary event merchandise (subject to availability)	★				
Premium placement of ad/logo in event program	★	★			
Sampling opportunity in IHF parade gift bags (800+)	★	★			
Logo placement in media buy	★	★			
Company name in media buy	★	★	★		
Logo placement on merchandise	★	★	★		
Ad / logo / coupon placement in program	★	★	★	★	
Recognition in festival program (List)	★	★	★	★	★
Company Name/Link/Logo on festival website	★	★	★	★	
Company Name/Link on festival website	★	★	★	★	★
Free booth spaces at festival (10' x 10')	4	3	2	1	50% off
Investment	\$3,000	\$1,500	\$750	\$300	\$150
EVENT SPECIFIC SPONSORSHIPS ARE ALSO AVAILABLE: Call for details					

For additional information regarding sponsorship benefits or to inquire about additional sponsorship opportunities, please contact Brian Mack @ 317-946-5167 or info@irvingtoncouncil.com

Contact Name _____

Company Name _____

Address _____

Phone _____ Fax _____

Email _____ Website _____

Make checks payable to HICC. All contributions are tax deductible under IRS guidelines.

**Please send this form and payment to:
HICC, Attn: Halloween Festival Chairman, PO Box 19721, Indianapolis, IN 46219**