

February 2017

Dear Friends of the Valley of Flowers Festival:

This year we are marking the occasion of our 21st Annual Valley of Flowers Car Show. This year promises to be a great show with nearly 200 entries expected. Each year this show has become bigger and better. This year's show will be held on Saturday, May 6, 2017. The Car Show will once again be a major event for the Festival.

As usual, we are soliciting sponsors to help defray the costs of trophies, publicity, printing, and other miscellaneous costs. A basic sponsorship of \$75 00 includes publicity on a large signboard in the staging area. Major sponsors contributing \$125.00 or greater will receive special recognition and be mentioned on handouts at the show.

Please complete the form at the bottom of this letter. Return it with your sponsorship in the amount of \$75.00 or greater in the enclosed self-addressed stamped envelope.

We greatly appreciate the support and generosity of our sponsors and their help in making the Valley of Flowers Festival one of the finest in the State of Missouri.

Thanks for your continued support.

Sincerely,

Steve Frank  
Florissant Old Town Partners, Inc.

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Enclosed please find my sponsorship check in the amount of \_\_\_\_\_ for the Valley of Flowers Car Show. Please make check payable to Florissant Old Town Partners.

\_\_\_\_\_  
(name)

\_\_\_\_\_  
(name of business)

\_\_\_\_\_  
(address)