

The main title for the event, 'Waller Freedom Fest X (2018)'. 'Waller' is in a large, red, cursive font. 'Freedom Fest' is in a blue, cursive font, with a red star replacing the letter 'o' in 'Freedom'. 'X (2018)' is in a blue, serif font. To the right of the text is a graphic of red, white, and blue fireworks exploding.

March 30, 2018

Dear Leader in the Community:

The City of Waller and the Waller Ministerial Alliance have already begun working on Waller Freedom Fest X, and we are hoping that you will choose to partner with us put on this fantastic event for our community. This year, the two-day celebration of freedom will be held on Tuesday and Wednesday, July 3rd and 4th.

2018 marks the **TENTH** annual observance of Waller Freedom Fest, and if you have been a Sponsor with us in the past, let me say, "Thank you," – your support is greatly appreciated, and I hope that you will be able to partner with us again this year. If you are new to Waller, or you have not been a sponsor with us before, you may be wondering whether it's worth it for you get involved. And while there are some advertising perks that come with your sponsorship, the real benefit for you, along with everyone else, is that you get the opportunity to play a major role in a celebration of freedom that brings our entire community together.

Waller Freedom Fest is blessed to have collaboration among our community's churches, government, school district, chamber of commerce, first responders, and the rest of our citizens. Every year, we have thousands of patrons at Freedom Fest, not only from Waller, but we also have people from Houston, Cypress, Tomball, Hempstead, Katy and more. The feedback we hear from those outside of our community is always positive, and it makes us proud to see them come back to Waller year after year to celebrate with us.

In addition to having our usual pre-set Sponsor Levels this year (see next page), we are also offering custom sponsorships. This means that you can call us and tell us how much you would like to give to as a sponsor, and then we can negotiate what all perks you will receive as a thank-you for your gift. You can even choose to sponsor a specific area of the festival (i.e., the fireworks – one or both nights, water slides, music, petting zoo, etc.). We'd be happy to talk with you about what that would look like as well. We could also use your help spreading the word about Waller Freedom Fest by distributing posters, postcards and t-shirts at your office when we get them in. Please email info@wallerfreedomfest.com and let us know how you want to participate.

Your involvement will make this day a successful one for our community. Please consider being a financial sponsor as well as helping spread the word about Waller and the festival. **YOU** are critical to the success of our annual Freedom Fest. For more information, contact Joel Bauler, Waller Ministerial Alliance, at 713-899-3215, or check out our web site at www.wallerfreedomfest.com.

Donations need to be turned in by Friday, June 1st. If your logo will be used, please provide it in a .jpg/.gif/.png format and in high resolution. It needs to be sent via email to info@wallerfreedomfest.com.

A sponsorship form is attached. Please fill it out the exact way you want your company name to be shown in the various forms of advertising. Please be aware that the names cannot be too long or take more than one line. We are happy to help you with that if you need some additional information.

Below is a list of our various levels of sponsorship. If you have any questions or would like to do a Custom Sponsorship, please call Joel Bauler at 713.899.3215, or Mike Rosas, our sponsor coordinator at 832-818-4428. Thank you for supporting this event and the Waller community.

What's included with your Sponsorship?	Level 1 \$100	Level 2 \$500	Level 3 \$1,000	Level 4 \$5,000 and up
Name announced from stage on day of event	X	X	X	X
Name posted on Freedom Fest Facebook page	X	X	X	X
Complimentary 12X12 booth space (vendor booth application required)		X	X	X
Logo as Sponsor on Facebook		X	X	X
Name on T-shirts			X	X
Name on various marketing materials			X	X
Name on sponsor banner with other sponsors			X	See below
Name + Logo on Freedom Fest website			X	X
Name in all newspaper advertising				X
Logo on T-shirts				X
Name on single, unshared sponsor banner				X
VIP reserved seating for fireworks				X

Thanks again for your interest and support, without **YOU** this event could not happen. We look forward to working with you in any way that we can.

Sincerely,

Joel Bauler

Waller Ministerial Alliance