



March 13, 2009

Mr. John Doe
Title Name
Company Name
Address

LETTER OF INVITATION AND SPONSORSHIP

Dear John Doe,

Upper Room Christian Ministries and Vision Audio would like to invite your organization to be sponsor at our latest music festival event.

This year we are planning a musical festival and "Music in the Square 2009: Voices of the Nations!" will again be held at the Mel Lastman Square on August 8, 2009, from 12:00 noon to 9:00 p.m. We anticipate this year's event to be bigger and better than the 2006 event with approximately 5,000 to 6,000 visitors throughout the course of the day.

The aim of the Christian Cultural Committee is three-fold:

1. to provide a venue for the outstanding talents within the Christian community
2. to unite the various denominations within the Christian community and
3. to embrace and celebrate the wonderful diversity in the city.

The plan is to encourage representatives from various cultural groups across the city to perform, featuring their own talents, while they discover and appreciate the music of other cultures presented at the concert.

Media will be delivered via mainstream outlets such as radio, various ethnic newspapers and magazines, mail-drops, posters and word of mouth.

We believe this concert will provide an excellent opportunity for sponsors to advertise and reach a large cross section of our community in a very cost effective manner.

Since this event is being put on by non-profit organizations, we rely on the generous sponsorship from corporations in order to meet the costs of advertising, promotion and other administration expenses to make this event a success.

The levels of sponsorship are as follows:

Official (Major) sponsor (\$1000+) is entitled to:

Incorporation into title of event (Company Name proudly presents Music in the Square 2009: Voices of the Nations.) on all related material and media.
Invitation for your staff to man a double table in prime location on square.
Stage banner, Back page or inside cover of event program for your advertising.

Diamond sponsors (\$750+) are entitled to:

Inclusion of company logo and/or title on all related material and media.
Invitation for up to 3 of your staff to man a table in preferred location on square.
Full page ad in event program.

Platinum sponsors (\$550+) are entitled to:

Inclusion of company title on most related material and media (no radio).
Invitation for up to 2 of your staff to man a table on square.
½ page ad in event program.

Gold sponsors (\$350) are entitled to:

Inclusion of company name on most related material and media (no radio).
Invitation for a member of your staff to man a (possibly shared) table on square.
¼ page ad in event program.

Silver sponsors (\$150) are entitled to:

Brochure distribution on day of event.
Credited as sponsor in event program and posters.
Classified-style ad in event program

Sponsorship contracts and monetary donations must be received no later than June 12th, 2009 in order to be included in all marketing materials. You may also visit our website at: www.musicinthesquare.com for more details.

As we are a non-profit organization we will be happy to provide receipts for tax deductions. We eagerly look forward to hearing from you.

Thank you.

Yours Sincerely,

Peter Ruparelia
Christian Cultural Committee
Upper Room Christian Ministries and Vision Audio
595 Middlefield Rd., Unit 7 Toronto,
(416) 876-3877