



July 1, 2018

Dear Business Representative,

On November 3, 2018 Dunn will host the **20th Annual NC Cotton Festival**. The goal of this event is to bring recognition to one of North Carolina's prime agricultural products, **cotton**, and through this process attract people to our *All-America City*. It is estimated that between 12,000 and 17,000 people have attended the event in past years, bringing revenue and visitors into the city and county. We are especially excited to have the event in our beautiful historic Downtown Dunn area.

We are now in the process of seeking sponsors for this one of a kind celebration. Twenty years is a long time and as you know, this event helps promote our farming heritage and local economy while providing entertainment and recreation for the whole family. None of this would be possible without your sponsorship dollars.

For your contribution, your business will be acknowledged in all promotional materials, including press releases, ads, flyers, official web site (www.nccottonfestival.com) and banners on our 2 stages of entertainment.

Sponsorship levels and benefits are enclosed for your review. The deadline for sponsorship is August 30, 2018. Again, none of this would be possible without your help.

Thank you for considering sponsorship of this family-oriented event. Should you have any questions, please call Sharon Stevens with the Dunn Area Tourism Authority at (910) 892-3282.

Please make your checks payable to the **Dunn Area Tourism Authority** and send to:
PO Box 310 Dunn, NC 28335. Please call if you need the Federal ID number for your check.

With sincere appreciation,

Sharon Stevens,
Community Marketing Directory
Dunn Area Tourism Authority