



**NORTH PARK MAIN STREET**  
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Dear Friend of North Park:

As we begin a new decade, I am proud to announce that North Park is a dramatically different place than it was 10 years ago. Positive news throughout North Park is due to the hard work and dedication of the business community here, which has been actively engaged in structural improvements and cultural enhancements for the last 3 decades! I am confident that with continued support from San Diego & regional companies, our community is on the path of increased economic prosperity in 2010!

This year, the **14th Annual North Park Festival of the Arts** will be held on Sunday, May 16th. **We are now seeking sponsor support for that important day.** In recent years the event has drawn crowds of over 35,000 to downtown North Park. We have found that 57 percent of participants drawn to our festival are new attendees; providing fresh coverage of your company to potential consumers. You will receive coverage in our full color postcards, flyers, news articles, North Park Main Street newsletter articles, farmers market, calendar notice, press releases, advertisements with our many media partners, and much more.

The festival provides San Diegans with the opportunity to immerse themselves in all art forms, from painting and sculpture, to the art of music and dance. Young artists can engage in interactive activities at the Kids Art Beat and the famous Dance Stage, while adults enjoy the craftsmanship, fine arts, and art demonstrations found in the Arts Village and professional Juried Arts. Also featured are over 100 vendors, an International Food Court, and a newly designed *Festival Beer Block*, where local beers are paired with acclaimed North Park chefs' creations. Crowds love the entertainment from San Diego's best live bands and dance troupes performing on the multiple stages. Our festival has something for everyone!

All proceeds benefit North Park Main Street, a non-profit organization committed to the revitalization of downtown North Park. North Park Main Street holds a 501(c)(6) status and embarks on ambitious and worthy endeavors, all aimed at bringing new life and a lasting vitality to North Park. Development projects include the revitalization of the North Park Theatre, plans for an urban park, and implementing streetscape improvements.

As sponsor, your company can be proud of supporting local arts and arts education, as well as gain exposure at a large, family event, and will enhance the experience for all those attending. Your support is needed to ensure that the North Park Festival of the Arts remains one of the largest, most diverse, interactive arts festivals in San Diego County.

Thank you in advance for your consideration; please do not hesitate to call me directly should you have questions about the event, or your investment in the revitalization of this historic and artistic San Diego community. Please take a look at the packet enclosed with this letter, and find the level that is the best fit for your company. We'd love to have you back on board as a member of the Festival of the Arts family.

Cordially Yours,

Elizabeth Studebaker  
*Executive Director*