



Dear Fellow Business Owner,

Thank you for a fabulous year so far - Andy's Parties has been key organizers of Kentlands Day on May 1 and Summer Safari on July 10 and we are very excited to organize the **4th Annual Halloween Rocks!** Festival for kids and their families. The event will again take place in Kentlands Market Square and the surrounding streets on Friday, October 29 from 3:00 – 7:00.

Last year, we estimate that nearly 3,500 people, including over 1500 children, attended *Halloween Rocks!* This year, our “headline” band will be Justin Roberts and the Not Ready for Naptime Players. Justin Roberts is an amazing musician with music to get your children dancing and bouncing around.

Over 20 business sponsors benefited from excellent exposure to HUGE crowds in each of our first two years. We are hoping that the business community will once again help us make this an incredible event for area children and their families!! We are looking for sponsors for *Halloween Rocks!* to set up a table at the event, complete with trick-or-treating and a halloween-themed activity for kids, and of course, your marketing materials, brochures and products! (Please note that you may not sell or sample food without obtaining a health department permit for this event.) We anticipate an enormous response to this event, and expect to once again attract families from the Lakelands/Kentlands, as well as from outside of our community! The opportunity to let many moms and dads know all about your business is unlimited!

A description of sponsorship opportunities is attached, as well as a draft of the event poster that will be distributed the first week of October to local businesses and to the press. The poster will be blown up to a larger size to accommodate the names and/or logos of the sponsoring businesses.

Please let us know if you are interested in being a part of this fun event! To be included in the printed materials, we need your payment and jpg logo by October 1st. Please contact Paula Ross at Andy's Parties for additional information or to reserve your sponsor space at the event (cell phone – 240-601-8969; email paula@andysparties.com). Spaces will be assigned to sponsors on a first-come, first-paid basis.

We look forward to celebrating Halloween with you!!

Best Regards,
Paula, Andy, and the crew at Andy's Parties!

Sponsor Testimonials:

“Thank you so much for including us in your wonderful event. We had such a blast and reconnected with several clients that we have not seen in a while. It is so great to get that exposure.

I know that you guys worked very long and hard on putting everything together; I hope you know how much we appreciate all of your work and dedication.”

--Debbie and Kim Mathis, My Gym

“Halloween Rocks was amazing! We have had a great response from everyone. Thank you all so much for setting up such a wonderful experience. I had trouble getting staff to sign up for the event. They all heard how much fun it was and I already have 4 volunteers for next year! Rock on!!!”

--Lauren Jones, Ballet Petite