

December 21, 2017

We are preparing for our 13<sup>th</sup> Annual Kentucky's Fort Harrod Beef Festival and would like to ask for your support in helping us promote BEEF. We are a 501 © 3 non-profit organization. Our purpose is to educate the public about Beef (Kentucky's 5<sup>th</sup> largest commodity) and how important the beef industry is to the future of Kentucky.

The festival will be held at the Mercer County Fairgrounds on June 8-9, 2018.

In 2017, we were successful in attracting a large crowd of attendees but this will be our 13<sup>th</sup> year and we hope to have a blowout crowd in 2018. The public always looks forward to tasting the different teams beef brisket, burger and steak, but that comes with many expenses such as purchasing the beef, advertising, entertainment, trophies, awards, signs, tents and numerous other items. We changed the schedule, tasting times and added events in 2018. We are continually working to make improvements to the festival and board has already held 3 meetings to work on 2018 events.

We offer sponsorships on 4 levels:

**Platinum Sponsor** \$1,000.00 or more    **Gold Sponsor** \$500.00-\$999.99  
(Only Platinum will have logo on the back of all T-shirts and front page of our website)  
**Silver Sponsor** \$250.00-\$499.99    **Bronze Sponsor** less than \$250.00

Sponsors will be recognized on banners displayed prominently at the Mercer County Fairgrounds (at the Main Tent), on our website, on materials with other printed ads and a yard sign stating that you are a sponsor of Kentucky's Fort Harrod Beef Festival. We will have media coverage from major markets, such as Lexington, Louisville, Cincinnati and the surrounding areas. Sponsor benefits are listed on the enclosed document.

We think the festival is a great opportunity for you to advertise your business to thousands of people (both locally and throughout Kentucky), help promote a local growing festival and receive a tax deduction as well. If you are interested in being a sponsor, please make your sponsorship check payable to Fort Harrod Beef Festival and send the check and info sheet in the self addressed stamped envelope provided.

We greatly appreciate all of your past support and hope you will again join us in this very unique and remarkable festival. Thanks again!

Sincerely ,



Linda McClanahan, Chair  
859.734.4378