



Prescot Festival of Music & the Arts
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Dear Sir,

From 17th to 26th June 2011, the Prescot Festival of Music and the Arts will showcase the best of local, regional and nationwide talent with a line up of performers and events including a barn dance, Prescot Carnival, Come & Sing Haydn's Creation, brass band performance, schools verse speaking competition, acoustic night, film night, Bentley Operatic Society, Orchestra Dell'Arte with Edward Peak of the RLPO and Last Night of the Proms with Liverpool Male Voice Choir. This year's festival is the 7th annual and will run over ten days with several events per day.

Arts in Prescot, encompassing Prescot Festival, is a not-for-profit organisation, run entirely by volunteers, organising and promoting arts and cultural events in Prescot and the surrounding area throughout the year. Since 2005 the Prescot Festival has been held in the last full week of June each year giving performers and artists from across the region the opportunity to perform for audiences of up to 300 people. The festival is run by a committee with a formal constitution and is a member of BAFA, the British Arts Festivals Association.

As one of the Arts in Prescot volunteers, and in my role as funding co-ordinator, I am writing to inform you of our new, three-tier, sponsorship scheme. This scheme enables you to sponsor a festival event, provide a financial donation towards the festival or donate a skill or a prize for one of the many raffles held during the festival. Your contribution would make a difference to the community, tourism and cultural scene in Prescot.

There are a number of benefits to providing sponsorship for the 7th Annual Prescot Festival of Music & the Arts.

- *Gold Sponsorship: Sponsorship of a festival event.* If your company choose to fund a specific event you will have your company name and logo inserted on the relevant page of the festival programme for all festival-goers to see and onto the festival website which is visited by nearly 100 people a day. You will also be entitled to a number of complimentary tickets for the relevant event.
- *Silver Sponsorship: Financial donation towards the festival.* If your company decides to provide a donation for marketing, publicity and general festival costs the company name and logo will be inserted into the programme and onto the website.
- *Bronze Sponsorship: Donation of raffle prize or skill.* Donations of raffle prizes or skills will be rewarded with the inclusion of the company name and logo in the programme and on the website.

Each year 10,000 flyers are produced and distributed to advertise the festival. In addition, posters are displayed in over 100 locations and press releases are issued to all local media sources. Last year's Festival entertained nearly 2000 people with concerts, carnivals and art displays and this year's Festival promises to build on the success of 2010.

More information about this year's, and previous festivals, is available on our website: www.prescotfestival.co.uk. If you require any more information about sponsoring the 7th Annual Prescot Festival of Music and the Arts, or would like to join our sponsorship scheme, then please get in touch. If you are unable to assist this year but would like to be asked again in the future please let us know.

We look forward to hearing from you and thank you for your time.

Yours sincerely,

Laura

Laura Bonnett
Funding Co-ordinator, Prescot Festival