

May 8, 2018

To whom it may concern,

The church's fall festival is quickly approaching and preparations have begun! We are excited about the growth of the festival over the last six years. As you all know, the success of the festival depends on the participation of everyone in the parish so we thank you for all the hard work you've put in.

Once again, we need your whole-hearted efforts in obtaining sponsorships for the festival. These sponsorships help to cover the church's costs to run the festival. Every parishioner is asked to make at least four attempts to obtain sponsorships. Sponsorships can come from individuals (for example, "In honor of St. Clare" or "In Loving Memory of \_\_\_\_") or they can come from businesses. Small businesses that you patronize regularly are a great place to start (your vet, plumber, dentist, eye doctor, favorite restaurant, etc). Assumption Academy or Our Lady of the Sacred Heart Academy families who turn in **a minimum of two sponsorships** will have the amount of the sponsorships obtained counted toward their fundraising obligation for the 2017-2018 academic year.

NEW this year... Please review the list of the 2017 festival sponsors available at [www.assumptionfestival.org/fundraising](http://www.assumptionfestival.org/fundraising). Sponsorships obtained by the respective families on this list are reserved for solicitation by the same families, so we ask that you do not contact any of these businesses out of respect for their hard work to obtain business loyalty. Also available at the same link is a separate list of 2018 festival sponsors. This list will be kept current as sponsorships come in for this year's festival. You may monitor your soliciting efforts and see if any businesses you've approached have mailed in sponsorships by checking the 2018 sponsor list online. Thank you for your patience while we work at making this process smoother for everyone!

Some of you may be wondering exactly how to approach a business to ask for a sponsorship. A soliciting letter and a colorful flyer with information are provided to assist you. Ask for the owner or manager. Give them the letter and flyer. An example of what to say is, "My church is having a festival in September and we are looking for sponsors. There are more details in this letter." Talk about the different sponsorship options while they look over the letter and flyer. They may or may not give you an answer on the spot. Follow up calls may be necessary so keep a record of who you spoke to and their contact information. Ask for their business card. Any questions you can't answer should be directed to the phone number listed at the bottom of the letter you gave them.

When you obtain a sponsorship, have them fill out a sponsor information card. Sponsorships may be mailed in to the church's address or may be collected by you. Sponsorships you collect can be turned in to the school office, dropped in the slot in the cry room, or given to Alyssa Lehmann. She can be reached at 859-866-3831 or [penance4mysins@yahoo.com](mailto:penance4mysins@yahoo.com) should you have any questions regarding sponsorships. Additional forms, letters and flyers are in the vestibule.

If you obtained sponsors in previous years, a list will be provided to you, so you can contact those sponsors again this year. If you are unable to contact the sponsors on your list, please let Alyssa Lehmann know so someone else can contact them for you.

A large undertaking is made possible when a dedicated group of people work together, and each fulfill their tasks diligently. Thank you again for all of your hard work in the past years. With your continued help, this year can be the most successful festival yet!

Sincerely,

The Festival Committee