



September 23, 2020

Beth Norford, Festival Coordinator
Pleasants Landing at Lake Anna
349 Pleasant Landing Road
Bumpass, VA 23024

Dear [Donor's Name],

My name is Beth Norford and I am the festival coordinator for Pleasants Landing at Lake Anna. On Sunday, October 18th, 2020, we will be hosting our 1st Annual Love the Lake Oktoberfest.

Pleasants Landing at Lake Anna has partnered with The Encumbered.com in supporting future entrepreneurs in our community. Together we are striving to bring small businesses and service providers together with our surrounding communities. This can only be accomplished through a special relationship between Pleasants Landing, The Encumbered.com realized through the "Love the Lake" Concert & Event Series of which the Oktoberfest is a part of.

By becoming one of our festival sponsors, you'll be able to help provide new equipment for volunteer Fire and EMS departments, building materials for the high school shop class, wheelchair ramps for residences for the handicapped, or a hundred other possibilities all while helping to support our local small businesses.

Regardless of the amount you choose to give, your company name will be included in the press release that will be published in several local newspapers as well as on our Facebook page. Please see the attached Sponsorship Levels Document to find the giving level that's right for your company. You will also find listed on the Sponsorship Levels Document the benefits and rewards of being a sponsor.

If you're ready to make a donation, please email the following sponsorship contract back to me as soon as possible. I would like to thank you in advance for your generosity.

Please don't hesitate to contact me via email at festivals@pleasantslanding.com if you have any questions.

Sincerely,

Beth Norford
Festival Coordinator