

Dear Business Owner:

In April, 2013, the Town of New Windsor will begin a year-long celebration of its Sestercentennial! Events to commemorate the Town of New Windsor's 250<sup>th</sup> Anniversary will include a special contingent in the Memorial Day Parade; a concert during the summer concert series; a booth at Community Day and a series of lectures on historical issues that will be held throughout the year. We are looking forward to a very special year of celebrations!

In these trying economic times, the Town of New Windsor 250<sup>th</sup> Anniversary Committee will be working hard to fund the bulk of the costs for these events through donations from our residents as well as local businesses. We would welcome any assistance you can give us.

In addition to our celebrations, the Town of New Windsor will be producing a 16 month long commemorative calendar that will include photographs of the Town from yesteryear through the present. The calendar will highlight the beauty and uniqueness of our town and will also provide our residents with easy access to important emergency and governmental phone numbers.

In exchange for any generous donations you can give us, the Town would like to offer your business a unique opportunity to participate in the anniversary celebrations as well as gain some invaluable advertising exposure. This opportunity is being offered to businesses in the Town of New Windsor and the immediately adjacent areas so as to highlight your important presence here. The following are sponsorship opportunities currently available. We hope that you will take advantage of this offer and be a part of the Town's special celebration.

These sponsorship opportunities will provide your business with advertising exposure not only over the course of a year of events but in the homes of many Town of New Windsor residents as they look through their commemorative calendars throughout 2013 and well into 2014.

Please indicate your interest in being a Sestercentennial Sponsor by filling out the attached form and returning it with your payment to the Town of New Windsor 250<sup>th</sup> Anniversary Committee, 555 Union Avenue, New Windsor, New York 12553. We will be producing the calendars to begin sales in the beginning of 2013 so please return your form and payment as soon as possible.

Thank you for your interest and support.

Very truly yours,

*The Sestercentennial Committee*