



**Hot Pepper Festival
Executive Committee**

Danielle Shultz
Project Manager

Mendi Chambers

Liz Smith

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Alex Hardy

Melissa Ward

Mary Raum

Diane Davis

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Victoria Minton

Nate Smith

Jennifer Dickey

Stuart Whitaker

Shirley Dean

Nikki Farrell

Dear Sponsor:

It's that time again! The **Hot Pepper Festival** is scheduled for Saturday, October 21, 2017 in Historic Downtown & Old Town Palestine.

The Hot Pepper Festival is a tradition in Palestine like no other, and we are proud of its amazing success last year. The Hot Pepper Festival Committee hopes that you would like to become part of this tradition this year. The festival has continued to be a great success, allowing us to reach over 15,000 visitors to present the best that Palestine has to offer. From the lively entertainment, the quality arts and crafts, the community project displays, visitors of all ages continue to enjoy themselves. We have already received numerous requests from vendors, performance groups, as well as the community to be a part of the best festival in East Texas. The Committee has chosen to continue the festival's theme "Everything's hotter in Texas!". We have many surprises and new activities in store for this year. You won't want to miss this amazing opportunity to be a part of all the excitement the Hot Pepper Festival has to offer!

The Festival is no small undertaking. The Committee has already formed and is meeting regularly to ensure this year's event is bigger and better than ever. We chose to expand the festival with an extended arts & crafts area, and a variety of entertainment; this of course comes at a price.

Our previous expenses were high; but this is money well spent because our aim is to promote Palestine, our history, and to offer an opportunity for businesses to participate in this one of a kind event.

We are asking for your support of the Hot Pepper Festival. Our sponsorship levels and benefits are presented in the enclosed form. We have designed the levels to appeal to businesses of all sizes and budgets. We invite you to be a part of this great tradition by assisting with your contribution to the 2017 Hot Pepper Festival.

In order to ensure that your business receives the appropriate recognition and to meet our publicity and promotional deadlines, we ask that you **respond no later than August 18, 2017**. We look forward to your support and involvement in the 2017 Hot Pepper Festival. For more information on the festival please Like our Facebook Page @HotPepperFestival, or visit www.cityofpalestinetx.com. Should you have any questions, please do not hesitate to contact us at dshultz@palestine-tx.org or 903.731.8437.

Thank you,

2017 Hot Pepper Festival Committee

City of Palestine - Hot Pepper Festival
504 N. Queen St.
Palestine, TX 75801
www.cityofpalestinetx.com
Phone: 903.731.8437
Facebook: @HotPepperFestival
Email: dshultz@palestine-tx.org



Yes! I would like to sponsor Hot Pepper Festival!

(Deadline is Friday, August 18, 2017 to ensure appropriate recognition!)

Please check the appropriate box below.

LEVEL	AMOUNT
<input type="checkbox"/> <u>Ghost Pepper</u> Includes: > Pepper Signage with Business Name Beside Street at the Festival > Logo or Company Name used on promotional materials including Facebook, t-shirts and official poster as well as the event web page > Sponsorship Recognition in the Palestine Herald Press Insert > 12 Festival T-Shirts	\$5,000.00
<input type="checkbox"/> <u>Habanero Pepper</u> Includes: > Pepper Signage with Business Name Beside Street at the Festival > Logo or Company Name used on promotional materials including Facebook, t-shirts and official poster as well as the event web page > Sponsorship Recognition in the Palestine Herald Press Insert > 8 Festival T-Shirts	\$2,500.00
<input type="checkbox"/> <u>Jalapeño Pepper</u> Includes: > Pepper Signage with Business Name Beside Street at the Festival > Logo or Company Name used on promotional materials including Facebook, t-shirts and official poster as well as the event web page > Sponsorship Recognition in the Palestine Herald Press Insert > 4 Festival T-Shirts	\$1,000.00
<input type="checkbox"/> <u>Pablano Pepper</u> Includes: > Pepper Signage with Business Name Beside Street at the Festival > Logo or Company Name used on promotional materials including Facebook, t-shirts and official poster as well as the event web page > Sponsorship Recognition in the Palestine Herald Press Insert > 2 Festival T-Shirts	\$500.00
<input type="checkbox"/> <u>Chili Pepper</u> Includes: > Logo or Company Name used on promotional materials including Facebook, t-shirts and official poster as well as the event web page > Sponsorship Recognition in the Palestine Herald Press > 1 Festival T-Shirt	\$250.00

Please list number of each t-shirt size for your sponsorship level:

Medium: _____ Large: _____ XL: _____ XXL: _____ XXXL: _____

Name: _____

Address: _____ **City:** _____ **State:** _____ **Zip:** _____

Phone: _____ **Email:** _____

Sponsorship Type: (Circle One) Check Credit Card Amount: \$ _____

CC: Visa M/C Disc # _____ **exp.** _____ **ssc** _____

THANK YOU!

The City of Palestine did not provide city business or services in return for this sponsorship. Your gift is tax deductible. **Please make your check payable to Hot Pepper Festival & mail your contribution to: City of Palestine – Hot Pepper Festival @ 504 N. Queen St. Palestine, TX 75801.** Please call 903.731.8437 or email dshultz@palestine-tx.org for questions or more information.