

March 14, 2017

Karen Harkness
Director of Community and Economic Development
100 N. Appleton Street
Appleton, WI 54911

Dear Karen,

Downtown Appleton has become the premiere arts and culture district for the entire Fox Cities, and support from the City of Appleton is critical to maintaining our annual calendar of quality events, programs and attractions. Now is the time for the city to secure your spot as a sponsor at some of our most popular events. This special package rate detailed below will increase your exposure and demonstrate your commitment to downtown.

For your \$15,000 contribution in 2017, the City of Appleton will receive recognition associated with the following events/amenities in downtown: The Trolley, Art on the Town (5 events May-Sept), Light Up Night/Window Walk, Downtown for the Holidays, the State of Downtown report, Small Business Saturday, and our Summer Support Banner (displayed at 14 Thursday concerts and every weekend at the Farm Market). Given your history of support, we can offer the City of Appleton this discounted package to maximize your sponsorship dollars.

As you know, Appleton's vibrant downtown contributes to the community's economic vitality and improves quality of life for residents and businesses. Statistics show that the arts and culture sector in Wisconsin generates \$535 million in economic activity, \$65 million in local and state revenue, and \$479 million in resident income, according to the Wisconsin Arts Board (Economic Impact Study, 2010).

You know better than almost anyone the powerful way these events transform public spaces into desirable places for people. Your sponsorship of Appleton Downtown's events builds on your investment in Houdini Plaza, College Ave and the surrounding areas.

Thanks for your consideration. I look forward to hearing from you soon!

Warmly,


Jennifer Stephany
Executive Director
Appleton Downtown Inc.