

June 13,2011



Dear Sponsor:

We are the Historical Downtown Plano Association (HDPa), which is a non-profit 501(c)(6) organization. Our organization is dedicated to bring awareness of the community to the uniqueness of Historic Downtown and to share the pride of Plano's Downtown area that is experienced by the business owners each and every day.

The HDPa is asking you to partner with us by supporting the 3rd Annual Taste of Downtown Plano – the new and improved identity found on the logo above:

The 2011 Downtown Plano Feast-ival

October 22, 2011.

We anticipate that this year's event will be even bigger and better than last year's event! Our goal is to enhance our Downtown festival each and every year and to make it the most successful community event in the Region! We would very much like for you to be a sponsor for us this year and help raise the awareness of our event and achieve our goal of making it the best!

The net proceeds raised for this year's event will benefit the following:

The Children's Advocacy Center of Collin County

The Assistance Center of Collin County

The HDPa's Campaign for the Beautification of Historic Downtown Plano. (This campaign will include landscaping, street-scaping, and holiday decorations for the Historic Downtown area and Haggard Park).

We will have many special features including wonderful culinary creations from all of the participating Downtown Area restaurants, live entertainment all day, a parade of the Sons of the American Revolution, clowns, drums, and bugles down 15th Street, a nationally sanctioned chili cook-off with local celebrity judges, a Budweiser sponsored Watering Hole, a Kid's Play area in Haggard Park with face painting, clowns, games, hay rides etc., vintage car shows, vendors and merchants selling and promoting their goods and products, and much, much more!

All of our sponsors will be recognized in many different ways as you can see on the sponsorship form attached. Also, all of our sponsors will be recognized and listed on the website for Downtown Plano (www.visitdowntownplano.org).

Your support and dedication to the Plano community is widely respected. We appreciate your commitment in helping to raise the awareness of our great city and to support the Historic Downtown culture of Plano.

Yours Sincerely,

Bonnie Shea
President – HDPA