



AN URGENT CALL TO ACTION

235 years ago - on the 4th of July in 1776 - American patriots risked their lives and their livelihood by signing a document declaring the right to our independence and freedom. That day was the beginning of a 235-year-long defense of freedom that continues today. Freedom Fair commemorates Independence Day, serves as a tribute to the defenders of freedom, and is a celebration of our American way of life. We are often reminded that freedom isn't free. Community celebrations honoring our freedom are not free either.

The Tacoma Events Commission is a community-based, volunteer-driven, nonprofit organization. We are independent from the City of Tacoma, and the survival of the annual Tacoma Freedom Fair & Airshow depends upon our ability to generate the funding and support needed to keep the tradition alive and thriving. We are asking for your help. Help can come in ways that don't require an investment of large sums of money, though they are certainly needed and are considered to be heroic and impactful. Heroic efforts are also measured by the ability of a business or individual to give. Someone with one dollar to their name who gives 10% of their net worth, a dime, has made an extremely generous gift. It's a sacrifice equal to that of a millionaire who gives \$100,000. Donations of volunteer time, needed talent, and sought-after services or merchandise are equally valuable and impactful. Please consider how you can help.

If you are capable of making a financial investment in the success of the Freedom Fair, I encourage you to consider a sponsorship opportunity. They are really partnerships - designed to provide you a bottom-line value and achieve very clear objectives. Our goal is to work together to accomplish pre-set outcomes, not simply deliver mass recognition.

I know you receive more requests for help than you are capable of supporting. I hope you will see here a very fresh, new approach to addressing this issue. I would like to discuss some key elements we define as critical to achieving outstanding partnerships, above and beyond sponsorships. I have outlined examples of our philosophies below:

- 1) Form partnerships through dialogue, not proposals
- 2) Determine the best brand fit within all the event options
- 3) Establish clear key objectives of the partnership
- 4) Define, measure and deliver a good ROI
- 5) Provide great customer service and communication
- 6) Develop and maintain mutually beneficial relationships
- 7) Provide access to our key leadership and your target audience
- 8) Provide category exclusivity and opportunities to stand out
- 9) Provide prospect research and ensure proper alignment
- 10) Create brand development opportunities
- 11) Provide opportunity for customer/client interaction, lead development & hospitality
- 12) Flawlessly under-promise and over-deliver

Please accept this invitation to share what a perfect sponsor/partner relationship would look like to you. Allow us to present a customized solution that will meet your needs. If we cannot deliver, we don't deserve, and won't ask for, more of your time. We know you don't have time to read voluminous proposals. To avoid overwhelming you with reading material, permit us to narrow down the hundreds of options available to just a select few opportunities that will most closely fit your budget and objectives. Allowing us to start with a brief interview will save time on both sides. I think you will find it remarkably refreshing for a charitable/sponsorship opportunity to be presented without asking you to contribute to something that *we want* rather than asking what *you want*.

Members of the Tacoma Events Commission are creative and enthusiastic people. We strive to inspire everyone we work with to feel that way, too. We believe that we are in the memory-making business. Success comes when our audience and business partners come away from the experience filled with special moments that they will never forget.

Speaking of special moments, the 2011 Tacoma Freedom Fair theme is *Celebrating the Centennial of Naval Aviation*. While many traditional community events and festivals across the nation are in retreat or have been canceled, the Tacoma Freedom Fair is boldly advancing in 2011 with an expanded event schedule that will fill four days of the 4th of July weekend. Here are a few examples of the fun things that you can be part of:

Friday, July 1 - *Military Aviation Night* - A Tacoma Rainiers game at Cheney Stadium and fireworks will honor military personnel, their families, and veterans. Sponsors are invited to attend and salute them by donating tickets that also include a ballpark meal.

Saturday, July 2 - *Admiralty Gala & Celebrate! Awards Dinner* - Honor the gallant service of military personnel and celebrate the life and career of Admiral James S. Russell. The first annual Tacoma Events Commission's Celebrate! Awards and Hall of Fame inductions will be presented to individuals and organizations for their exemplary achievement, selfless sacrifice, and patriotic spirit in our community. Table and event sponsorships are available to support the launch of this new Freedom Fair tradition.

Sunday, July 3 - *Wings & Wheels* - Tacoma Narrows Airport will host aircraft displays, flyovers, airplane tours/rides, special interest cars, custom motorcycles, music & more.

Monday, July 4 - *The Tacoma Freedom Fair & Airshow* - The Northwest's largest 4th of July extravaganza! Freedom Fair has annual audience of over 125,000 and fills two miles of waterfront with more activities than we can list here.

I am looking forward to the privilege of talking to you about this exciting opportunity.

My sincere thanks for your consideration,

Doug Miller

Doug Miller
CEO/Executive Director
Tacoma Events Commission