



Newmarket Main Street Corporation
186 Main Street
Newmarket, NH 03857
Phone: 603-659-5588
www.heritage-festival.org

*Join the Newmarket Heritage Festival sponsorship team!
Be part of the Seacoast's favorite international block party—an annual
celebration of the arts, culture, history, and community spirit.*

6/28/2010

Dear Heritage Festival Sponsor,

The award-winning* Newmarket Heritage Festival has become an anticipated annual event on the Seacoast. Our planning committee is already looking ahead, planning for the 13th annual festival coming up **September 24, 25, 26, 2010**. And we're hoping you'll join us as a sponsor of this special regional event: the Seacoast's favorite international block party—a unique celebration of the arts, culture, history, and community spirit.

Each year, the festival features a spectacular array of talented multicultural performers. Last year's lineup included the African drumming and dancing of the Akwaaba Dance Ensemble, the spinning diabolos and traditional dances of the Chinese Folk Art Workshop, and the melodies and graceful movements of the Boston Lykeion Ellinidon Greek dance troupe. Also taking the stage were the soul-inspiring Voices from the Heart, the lively Raymond Street Klezmer Band, and the ever-popular accordion warrior, Gary Sredzienski. There were Irish and Indian dance performances and a rollicking Saturday night dance party with the Jumbo Circus Peanuts. Other festival highlights included artisans at work, kayaking on the river, a model railway, an antique car exhibit, a traditional hand tub muster, history walks, dozens of vendors, and a host of hands-on learning activities for children.

Please join us this year to help ensure the survival of this special celebration. The festival needs support now, more than ever, as we continue our efforts to keep this popular event affordable—while still managing to meet the growing expenses that accompany a high-quality production. Admission to the festival is just \$7 for an entire weekend of enriching entertainment—and children under 12 are free. While we are pleased that each year our programming attracts a growing number of people from throughout the region and beyond, admission fees cover only 20 percent of the cost of producing the festival. The current economy creates an extra challenge for the festival, as we strive to maintain our affordable admission rate, without compromising the high-quality performance line-up the festival has become known for.

Heritage Festival sponsors make a tangible difference right here in the Seacoast region. Your donation supports the arts, enriches the cultural climate, honors the past, and helps build community. **In turn, our major sponsors receive outstanding exposure: repeated acknowledgment throughout the festival weekend, a year-round presence on the festival web site, and inclusion in our program and publicity.** In short, the festival, which attracts a growing number of people from throughout the region and beyond, is an effective advertising tool for sponsors—and establishes them as community leaders in enriching the quality of life in the Seacoast.



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The festival planning committee, along with thousands of festival attendees, is grateful for a growing circle of support from many area businesses, organizations, and individuals, including the New Hampshire Charitable Foundation, the New Hampshire State Council on the Arts, Liberty Mutual, TD Banknorth, Delta Dental, PSNH, Bottomline Technologies, Ahlgren, Perrault & Turner, Russound, and Chinburg Builders. (For a complete list of sponsors: www.heritage-festival.org/sponsors.html.) We hope you will join this great team of sponsors, committed to sustaining the award-winning Newmarket Heritage Festival.

Thanks again for your consideration of the festival as a cause worth supporting.
Best wishes,

Suki Casanave, Festival Coordinator (603.659.5588)
Donna LeGault, Sponsorship Support (603.659.4928)

Newmarket Main Street Corporation Board of Directors: Tidoe Beaulieu | Ranan Cohen | Jan Galloway |
David LeGault | Ethel MacIntosh | Martha McNeil

***Best Street Fair in New Hampshire 2007:** "Once there was a time when a town pulled out all the stops for their festivals or old home days. Now most small town fairs have a clubby attitude and the booths and shows are as predictable as the seating arrangements in the community church. The Newmarket Heritage Festival (www.heritage-festival.org) breaks with that tradition and goes for eclecticism and exuberance. It's plenty of fun for the flinty traditionalist or the sparkly New Ager. Now that's cultural diversity."

— *New Hampshire Magazine*



Rooted in the diversity of Newmarket's past and present, the Heritage Festival is produced by the Newmarket Main Street Corporation, a nonprofit group dedicated to revitalizing and preserving the historic and cultural characteristics of the community and to preserving the legacy of Newmarket for future generations. The Newmarket Main Street Corporation is a 501 (c) (3) organization (Tax ID #02-0497634).