



August 9th, 2010

Dear Vendor,

I am delighted to announce the City of Indianapolis is once again partnering with the African Center of Indianapolis to bring traditional African culture to our city. Your business is an important part of our community, and can play a vital role in making this partnership a success. As such, I cordially invite you to participate in the Eleventh Annual African Festival as a vendor. This year's festival takes place August 27-28 in Tarkington Park, Indianapolis.

All vendors are welcome to take advantage of this event, which represents an ideal venue for exhibiting your products and services to a large and diverse audience. Furthermore, Tarkington Park (located at the corner of 40th Street and Meridian) offers vendors plenty of parking and exhibit space, as well as access to an important economic corridor.

For all of these reasons, I encourage you to secure your booth space as soon as possible. To this end, please find the following enclosed: the 2010 booth rental rates, the 2010 booth rental agreement, and the 2010 vendor application form. The application form should be received by mail or dropped off at the African Center (3737 N. Meridian St., Suite 507, Indianapolis, IN 46208) on or before Monday, August 14, 2010. Space will be allocated on a first-come/first-serve basis.

I look forward to seeing you at the festival as we celebrate the economic and cultural diversity of Indianapolis! Thank you for your consideration and involvement.

Sincerely,

Gregory A. Ballard
Mayor
City of Indianapolis

All correspondence to:
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