



May 15, 2009

Dear Sponsor,

The tenth anniversary of the *African Festival* is before us and the City of Indianapolis and I, as its Mayor, are pleased to join our entire community to mark the 2009 Festival with celebrations that reflect the diversity of our city. I am delighted that the City of Indianapolis and I are involved for the first time as partners in the African Festival.

I am inviting you to partner with the City of Indianapolis and its people by sponsoring the festival or the specific events within the festival. The schedule for the festivities provides ample event opportunities for corporations, businesses and groups to capture a mixed demographic audience known for the tradition of sticking with brands associated with the festival.

As clearly presented in the enclosed **sponsorship packet**, sponsors have the choice to participate in one of the three group categories or in one or more of the event specific categories. The packet lists the sponsorship levels, dates of events and benefits of sponsorship.

The events of the festival are scheduled for different locations in Indianapolis. Sponsorship partners will be invited to both the *Ambassadors and Business Forum* scheduled for Marian College and the *Tastes of Africa* event scheduled for the World War Memorial in Indianapolis. Sponsors will also be provided a booth space to exhibit their products and services on Saturday, August 15, 2009 at the *American Legion Mall in Downtown Indianapolis*, where people across America will converge for business, culture and entertainment.

I encourage you to join the group of business and community leaders who have decided to support this important festival. These leaders understand that the goal to make the City of Indianapolis both commercial and cultural destinations will be easily achieved by strategically staging events that are unique and rich in nature, especially when other cities have little or no access to them.

Should you have questions regarding the potential benefits of sponsorship or choice of sponsorship levels, please do not hesitate to contact Shola Ajiboye (African Center) at 317-927-9777 or by email at [africancenter@sbcglobal.net](mailto:africancenter@sbcglobal.net) or Joe Baker (Mayor's Office) at 317-327-3794. Thank you for your consideration and involvement.

Yours truly,

A handwritten signature in blue ink that reads "Gregory A. Ballard". The signature is written in a cursive style.

Gregory A. Ballard  
Mayor  
City of Indianapolis