



Jan. 15, 2016

RE: Bobcat Fest on Main Donation Request

Dear Business Owner/Organization Director,

I am writing you to request a possible donation of marketing materials for the **8th Annual Bobcat Fest on Main in Downtown Bozeman on Friday, April 29 from 5-8pm**. This event is a way for the Bozeman Community to welcome Montana State University students and faculty to spend an evening in Downtown with free food and fun for all. Over the past several years we have realized the importance of keeping a strong relationship between the community and our university and think that events and avenues such as this will increase that ability and hopefully turn this event into an annual tradition in order to do so.

This event is a collaboration between numerous entities and organizations including: The Downtown Bozeman Association, MSU Alumni Foundation, MSU Athletics, ASMSU, First Interstate Bank, Universal Athletics, Wheat Montana, Pepsi Corporation, Wheat Montana, Sysco Corporation, and over 15 other downtown establishments and more all of which have made considerable donations to make this event happen on a modest budget.

We are requesting a donation (in-kind or cash) in the amount of \$500 to help fund the free food, swag gear (including 1500 commemorative Annual Bobcat Fest t-shirts) and live music enjoyed by the over 3,000 attendees.

With your gracious donation your business will receive the following sponsorship benefits:

- Logo on the 1500 event t-shirts that will be handed out to students (so they can sport their Bobcat Spirit throughout the year)
- Logo on event posters and flyers
- Logo on digital screen ads located throughout MSU campus and inside MSU Athletics facilities
- Business name on event press release and psa
- Business name on all social media and website advertising
- Business name listed on event banners hung over the music stage during event
- Name of business mentioned throughout event by the 2 XL Country emcees
- Name of business mentioned on event radio advertisements

We truly appreciate your consideration to sponsor this great community and university event and look forward to hearing from you soon.

Sincerely,

Bobcat Fest Event Committee