



## Chihamba/African-American Cultural Arts Festival

P. O. Box 866  
Charlottesville, VA 22902

Greetings!

**Chihamba's 21<sup>st</sup> Annual African-American Cultural Arts Festival** will be held in Charlottesville and Albemarle County July 24-31, 2010. It is Chihamba's mission to create events that celebrate the rich heritage of people of African ancestry and recognize their contributions to our community, the nation and the world. Our theme "**Uplifting Our Community and Embracing Our World**", invites your participation to help strengthen and maintain community and world relationships. Our festival will make history in 2010 as Charlottesville's sister city Winneba, Ghana joins our celebration.

Chihamba's African American Cultural Arts Festival and the series of events leading up to the festival attract 1,500 – 2,000 participants of diverse cultures, but mainly African American residents, taxpayers and visitors. We take this opportunity to once again invite your company to join us as co sponsors. Your sponsorship will be dollars well spent in strengthening and maintaining your positive, caring and supportive visibility in the African American community.

As co sponsors, your company is offered the opportunity to receive maximum event visibility, unique marketing advantages and community outreach. You are encouraged to participate at: "**An Evening of Music, Art and Poetry**", our scholarship recognition program; "**A Taste of Ghana**", a pallet pleasing cultural experience and "**The African American Cultural Arts Festival in Booker T. Washington Park**". The festival events are free and open to the public. You and your employees are encouraged to attend all events. Details will be provided at a later date.

A portion of your total contribution is designated for scholarships to recognize leadership development in the African American community. Our scholarship event gives your company opportunities to participate on the program by presenting scholarships to college bound seniors from diverse backgrounds. We would like to have a member of your firm present to a scholarship recipient at "**An Evening of Music, Art and Poetry**" on Saturday, July 24, 2010.

As co sponsors, you are encouraged to use your booth space at "**The African American Cultural Arts Festival in Booker T. Washington Park – July 31, 2010**", for opportunities to recruit new employees and distribute literature. Festival awareness has cultivated community volunteers. We enjoy having your employees lend their talents. It is our expectation that your continued support will strengthen community relationships. Your company will receive maximum visibility with banner placement, as well as, regular auditory mention from our Master of Ceremony. You also receive prominent visibility in our souvenir journal based on your level of sponsorship. The souvenir journal is distributed to festival and event attendees. It is our plan to print and distribute 300 – 500 copies. You will receive recognition among other city, state, corporate and government officials who also support us as centers of influence.

Our funding comes only through donations from corporations, businesses, community organizations, vendors, patrons and our local government.

Thank you in advance for your support of such an important event in our community. Please make your tax-deductible donation payable to **Chihamba/Festival 2010**. Chihamba's tax-exempt Federal ID number is 54-1531657.

Many Blessings to You,

*Lillie Williams*

Lillie Williams, Chairperson  
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