

Bayfront REGGAE / WORLD MUSIC FestIvaL

March 22, 2021

Dear Sponsor,

Greetings! On behalf of Bayfront Reggae / World Music Festival, I would like to invite you to join us again as a sponsor for the 15th Annual Bayfront Reggae / World Music Festival held Saturday, July 17th, 2021, at Bayfront Festival Park in Duluth, MN. After a one year pause, we are excited to plan the event by following state guidelines for the Covid-19 pandemic and through the guidance of park management. As we grow, we are able to attract more A class performers which equates to rising expenses and the need for additional community support.

We will have internationally touring performers, ethnic food, artisans, and tropical beverages. The event serves a five state area and Canada and is a premier world music festival with its beautiful location on Lake Superior. Our customers represent diverse ethnic backgrounds that include Caribbean, African, American Indian, Asian, South American, and European ancestry. Twenty sponsors supported this event in 2019. We have the full support of the City of Duluth. We are listed in the Visit Duluth Tour Guide, among others, where we distribute over 700,000 copies of print advertising and have a presence on the web through our website, Facebook, and Twitter, as well as television and radio promotions. You will find us listed on the Visit Duluth website and at [www.bayfrontworldmusic.com](http://www.bayfrontreggae.com) where you can view our major sponsors for 2019.

In the spirit of world music, our mission includes stewardship through equality for people across the globe. Our business plan includes a donation to the Jamaica Minnesota Organization serving the children of Jamaica by providing school supplies and school scholarships and the Kako Foundation supporting music education for children in Haiti.

We are asking for cash sponsorship or in kind services to help with financial support for the event. In exchange, we can provide advertising according to the sponsorship levels outlined in the Sponsorship Levels document. Examples include listing your company on our website as a preferred sponsor, in our promotional materials, and on radio and / or television promotions, and complimentary tickets to the event.

I would be happy to meet with you to discuss this further. Thank you for your consideration of this popular event. I look forward to you joining us as a community partner once again.

With respect,

Janna Dreher

Janna Dreher

Chief Manager

Bayfront Reggae / World Music Festival, LLC, 5477 Mc Quade Road, Duluth, MN 55804

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