

**SoRo Inc.**

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**South Robertson Neighborhoods Council**

*present the*

**13<sup>th</sup> Annual SoRo Community Festival**

Sunday, June 6, 2010 – 11:00 a.m. to 4:00 p.m.

(On South Robertson Blvd. between Beverlywood Street and Cattaraugus)

March 2010

Dear South Robertson Neighbor:

**Plans are underway for the 2010 SoRo Community Festival!** This event offers unique opportunities to promote your organization/business to your neighbors. This year, we expect up to 8,000 people to attend!

On **Sunday, June 6, from 11:00 a.m. to 4:00 p.m.**, South Robertson Blvd. between Beverlywood Street and Cattaraugus will be closed to traffic and filled with merchant and informational booths, games for kids and adults, live entertainers, dancers...and thousands of people! This lively event promises fun, laughs, and general merriment for all!

You have four opportunities to participate:

1. **Festival sponsorship:** Benefits vary according to your level of support and are detailed in the enclosure. They include listing in the Festival program and inclusion in the Festival banner.
2. **Festival T-shirt sponsorship:** Your company name and logo appear on the back of an attractive, colored T-shirt! At the Festival, these T-shirts are worn by the dozens of volunteers and booth vendors, with many more available for sale – and they sell out quickly!
3. **Booth:** Showcase your business or organization in a 10' by 10' booth (an 8' table, two chairs, canopy, sign with your name and—by advance arrangement—electricity). Spruce up your booth to show your personality, distribute your materials and/or sell your product – keeping all proceeds!
4. **Booth sponsorship:** Let the community know what goods/services you have to offer even if you are unable to staff a booth. Your company name will be posted at a booth as a sponsor, and materials you provide will be handed to all booth visitors with verbal acknowledgement of your sponsorship.

**Participation is easy!** Just complete the enclosed form(s) and return as indicated, along with your check (payable to SoRo, Inc), **by Friday, May 7<sup>th</sup>.**

**Questions?** Please call Ann Hammond (310-838-0870) or send an email ([ann.w.hammond@gmail.com](mailto:ann.w.hammond@gmail.com)).

And if you know of someone else who is new to the neighborhood and would like to participate, please tell us. We very much look forward to hearing from you – and your participation in this popular annual event!

Sincerely,

Christel Wilson  
Chairman, Festival Organizing Committee

Enclosures

