

Bayfront REGGAE / WORLD MUSIC FestIvaL

February 15, 2024

Dear Ms./ Sir,

Greetings! On behalf of Bayfront Reggae / World Music Festival, I would like to invite you to join us as a sponsor for the 18th Annual Bayfront Reggae / World Music Festival held Saturday, July 20th at Bayfront Festival Park in Duluth, MN. We are excited to say we had record breaking attendance in 2023 with over 3,000 people in the park. 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 world touring performers, international 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 2023. 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, Instagram, 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 2023.

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.

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. And as a hotel sponsor, we can link your hotel to our website to attract customers to book rooms with your company. Please review our website under tourist information to see our current links.

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.

With respect,

Janna Dreher

Janna Dreher

Manager

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

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