



Dear Sponsor:

My name is Lawanda Lee and I am the president of “**Words of Essence, LLC**” which is an organization that creates effective workshops, seminars and events for the community focused on character development, leadership, job preparation, etc. I am also a motivational speaker, poet and the author of 2 inspiring books of poetry entitled, *Words of Essence & The Voices of Many.*”

I am writing this letter to solicit your **Sponsorship and Advertisement** for our upcoming **6th Annual “Aspiring Writers Info Session 2010”** which will be held at the **Durham Arts Council** in Durham, NC on **April 24, 2010** from **1pm – 5pm**.

HIGHLIGHTS

In **5 years**, **Words of Essence** has sponsored **Several Highly Effective Community Events**:

5th Annual “Aspiring Writers Info Session” – motivated audience members to enhance writing abilities through receiving information from a panel of professional authors and publishers.

3rd Annual “Business Men & Women Expo” – inspired future entrepreneurs and business owners with strategies and financial information by bringing in credible business speakers.

4th Annual “Gospel Showcase & Talent Show” – provided a platform for local artists, singers and dancers to perform for Professional Judges who were radio hosts and announcers, while awarding the winners cash prizes, free studio recording and rehearsal hours, trophies, etc.

In addition, **Words of Essence** participated in **numerous speaking engagements**, represented Durham Technical Community College during the **Chamber of Commerce’s 100th Anniversary (2006)**, was featured in a full page article in the Aug/Sept. edition of **Spectacular Magazine (2006)**, and received other honorable opportunities.

As a **Sponsor** of **Words of Essence**, you will not only be investing in one of the **Top Innovative Organizations**, but you will be directly impacting our communities, while enhancing your advertisement presence with our venues. (See page 2 for “*Sponsor Benefits*”)

We are extremely excited about your consideration in becoming a **Sponsor (Distinguished, Gold, Silver or Bronze)** and are certain that your company will greatly benefit from the advertising and marketing opportunities implemented by **Words of Essence** to give your business more exposure, while demonstrating your concern for community involvement. If you have any questions, please contact me at (919) 624-4138.

Please mail your contribution to the above address **Before March 1, 2010**. Thank you in advance for your investment in the **Community and Words of Essence!**

Sincerely,

Lawanda Lee
CEO/ President

SPONSOR BENEFITS

DISTINGUISHED SPONSOR - \$1000

(Full Page Ad)

- Media recognition via Radio Commercials as a co-sponsor of the "Aspiring Writers Info Session 2010"
- Receive Free Admission (10 complimentary tickets)
- Free Vendor Table to display Business literature & products for additional advertisement
- Dinner for 2 (Cheese Cake Factory)
- Receive a personal autographed copy of "The Voices of Many" poetry book *(NEW)*
- Featured on the Words of Essence's Website
- Verbal Recognition during event
- Opportunity to donate items or services for "Door prizes" to further promote your business

Gold Sponsor - \$200

(Full Page Ad)

- Receive Free Admission (4 complimentary tickets)
- Verbal Recognition during event
- Featured on the Words of Essence's Website
- Receive a personal autographed copy of "The Voices of Many" poetry book

Silver Sponsor - \$100

(1/2 Page Ad)

- Receive Free Admission (2 complimentary tickets)
- Verbal Recognition during event
- Featured on the Words of Essence's Website

Bronze Sponsor - \$50

(1/4 Page Ad)

- Verbal Recognition during event
- Featured on the Words of Essence's Website

Business Card Ad - \$25

* Program booklet is based on 9x6in layout *

SPONSORSHIP FORM

Please Check the following option(s) and place your contact information below.

Included with your Returned Information should be the following:

- 1.) Typed copy of company information, handout(s), business cards, etc. to be featured in Ad (Full – 1/4 pages)
- 2.) Business literature (cards, pamphlets, etc.) for Sponsor Table and Door prize items (if applicable)
- 3.) Include **Check or Money order** addressed to **"Words of Essence, LLC"**
- 4.) Mail information to: Words of Essence, P.O. Box 13182, Durham, NC 27709

****** DEADLINE MARCH 1, 2010 ******

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| <p>_____ Distinguished Sponsor - \$1000</p> <p>_____ Gold Sponsor - \$200</p> <p>_____ Silver Sponsor - \$100</p> | <p>_____ Bronze Sponsor - \$50 _____ Donation</p> <p>_____ Business Card - \$25</p> <p>_____ Registration Ticket - \$10 each</p> |
|---|---|

Contact Name/ Organization _____

Phone number/ Email Address/ Website _____

Address _____

Other (In-kind, give-away items, etc) _____

Please attach form with your Contribution.