



Dear Sponsor:

My name is Lawanda Lee and I am the president of “**Words of Essence, LLC.**” I am also a motivational speaker, poet, and the author of two inspiring books of poetry entitled, “*Words of Essence*” and “*The Voices of Many.*”

I am writing this letter to solicit your **Sponsorship and Advertisement** for our upcoming **5th Annual “Gospel Showcase & Talent Show 2010”** at the **Durham Armory** (220 Foster St., Durham, NC) on **October 1, 2010** from **7:30pm – 10pm.**

HIGHLIGHTS

Within the past 5 years, Words of Essence has sponsored 3 highly effective community events:

6th Annual “Aspiring Writers Info Session” – motivated audience members to enhance writing abilities through receiving information from a panel of professional authors and publishers.

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 \$500 in cash prizes, free studio recording and rehearsal hours, trophies, etc.

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

In addition, **Words of Essence** participated in over **100 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 September 1, 2010.** Thank you in advance for your investment in the **Community and Words of Essence, LLC!**

Sincerely,

Lawanda Lee
CEO/ President

SPONSOR BENEFITS

DISTINGUISHED SPONSOR - \$1000

(Full Page Ad)

- Media recognition via Radio Commercials as a co-sponsor of the "Gospel Showcase & Talent Show 2010"
- Receive Free Admission (20 complimentary tickets)
- Free Vendor Table to display Business literature & products for additional advertisement
- Receive a personal autographed copy of "Words of Essence" poetry book
- 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 "Words of Essence" 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"

4.) Mail information to: Words of Essence, P.O. Box 13182, Durham, NC 27709

****** DEADLINE SEPTEMBER 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</p> <p>_____ Business Card - \$25</p> <p>_____ Registration Ticket - \$10</p> <p>_____ Donation</p> <p>_____ TOTAL AMOUNT</p> |
|---|--|

Contact Name/ Organization _____

Phone number/ Email Address/ Website _____

Address _____

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

Please attach form with your Contribution.