



**VALLEY BLUES FESTIVAL**  
**Saturday, September 17, 2011**  
**Rowell Ranch Rodeo Grounds**

Dear Business Leader:

The Castro Valley Rotary Club is proud to announce the Third Annual Valley Blues Festival, which will be held on Saturday, September 17, 2011 at the Rowell Ranch Rodeo Grounds. This year we will feature three great local Blues bands: The Daniel Castro Band, Georgi and the Rough Week, and The SolMates.

The money raised through last year's Valley Blues Festival allowed us to fund a wide variety of causes throughout Castro Valley including Castro Valley Schools, Youth Sports, Performing Arts and Activities, FESCO Emergency Shelter, Castro Valley Library, Rowell Ranch Rodeo Parade and Chili Cook-Off, Eden Medical Center Foundation and International Projects such as Polio Eradication, Haiti Earthquake Relief, Library Construction in Belize, Demining mine fields in Croatia and hosting International Exchange Professionals from Brazil, as well as many more worthy causes.

To build on last year's great success, we took the feedback from sponsors and audience members and made a few changes to further enhance the experience. Here are the two most important:

- We will be reducing our ticket price (\$10 in advance, \$15 at the gate) to make it affordable for more people to attend the event.
- We will be involving many local foundations that support the Castro Valley Unified School District, in order to help them raise much-needed funds to support school district programs that are struggling due to budget cutbacks. Each will be running their own food concessions, and keeping all the proceeds for their own programs.
- We will be opening up the event for vendors to join in on the party. Festival goers will be able enjoy excellent blues music, shop, eat & drink and have a great day!

The success of our event, and therefore our ability to provide more to the local community, depends on the generous support of individuals and businesses. Please consider being a sponsor of the 2011 Valley Blues Festival. We have a number of sponsorship categories, with varying levels of visibility, to meet every budget.

Please see the attached form that describes each level of sponsorship and chose the level that best meets your budget and desire for visibility associated with The Valley Blues Festival.

We look forward to having you join us as a partner in this growing local tradition. Thank you for your consideration.

Darrell Lavin, DC  
Co-Chair, Valley Blues Festival



3rd Annual

**Valley**

**Blues**

**Festival**



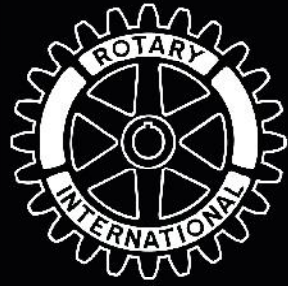
**The Daniel  
Castro Band**

Georgi and the Rough Week  
The SolMates

**Rowell Ranch**  
Sat. Sept. 17, 2011  
12:00 to 7:00 PM



**valleybluesfestival.com**



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	<b>Delta Blues</b> \$2,500+	<b>Hot Blues</b> \$1,000	<b>Blue Blues</b> \$500	<b>Southern Blues</b> \$250
Name on Tickets*	X			
Name/Logo on Stage Banner	X			
Name/Logo on Poster*	X			
Name Mentioned On Stage at Festival	X	X		
Hyper-Link on VBF Website	X	X	X	
Complimentary Tickets	16	10	6	4
Name on Group Sign	X	X	X	X

*\*For sponsorships paid before August 1, 2011 deadline.*

**I would like to be a sponsor of the 2011 Valley Blues Festival at the following level:**

           **Delta Blues (Title Sponsor) [\$2,500+]:** Name on tickets\*, Banner (to be provided from you to the VBF organizers) on stage, Name/Logo on the Poster\*, your business name mentioned from the stage throughout the event, link to your website on the Valley Blues Festival website, 16 complimentary tickets to the Valley Blues Festival, your name on the group sign to be at the Valley Blues Festival.

           **Hot Blues [\$1,000]:** Name/Logo on the Poster\*, your business name mentioned from the stage throughout the event, link to your website on the Valley Blues Festival website, 10 complimentary tickets to the Valley Blues Festival, your name on the group sign to be at the Valley Blues Festival.

           **Blue Blues [\$500]:** Link to your website on the Valley Blues Festival website, 6 complimentary tickets to the Valley Blues Festival, your name on the group sign to be at the Valley Blues Festival.

           **Southern Blues [\$250]:** 4 complimentary tickets to the Valley Blues Festival, your name on the group sign to be at the Valley Blues Festival.

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BUSINESS NAME: \_\_\_\_\_ CONTACT: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL \_\_\_\_\_ WEBSITE: \_\_\_\_\_

SPONSORSHIP LEVEL: ( ) \$2,500+                      ( ) \$1,000                      ( ) \$500                      ( ) \$250

PLEASE MAKE CHECKS PAYABLE TO “CASTRO VALLEY ROTARY CLUB” AND MAIL YOUR CHECK, WITH THIS STUB TO: **VALLEY BLUES FESTIVAL**  
**ATTN: DARRELL LAVIN**  
**20995 REDWOOD ROAD**  
**CASTRO VALLEY, CA 94546**

**DELTA BLUES AND HOT BLUES SPONSORS:** PLEASE E-MAIL YOUR LOGO TO [steve@thefactoringplace.com](mailto:steve@thefactoringplace.com) IN A .JPEG FORMAT BY AUGUST 20, 2010