



Dear Potential Sponsor,

Take a journey back into the 1970s with us as we pull out all the stops for what will be a memorable three days of fun, music and great foods. Put on your best tie-dyed shirt or purchase it at the marketplace where nearly 100 vendors from around the country will display their crafts. This year the sixth annual “*West Oak Lane Jazz and Arts Festival*” will again “wow” visitors from around the world. The overwhelming growth and success of the Festival has allowed OARC to expand its primary objective – to create and stimulate economic development throughout neighborhoods across the Northwest region of Philadelphia and adjoining counties.

It is especially important during these difficult economic times that we pull together to present this event that continues to be free to all who attend. Our 2008 Festival combined print, radio and television marketing and advertising campaign reached over 60,000,000 households. This year we have created several unique and exciting ways you can support our efforts with opportunities tailored to fit your marketing and public relations goals aligned with a targeted customer base.

The West Oak Lane Jazz & Arts Festival offers significant marketing exposure for companies that become associated with the largest free outdoor music and arts festival in the nation. Last year’s three day event attracted over 525,000 attendees from around the globe, including one visitor who purchased the original oil painting of last year’s festival commemorative poster for \$10,000.

This year in addition to the visual artists and vendors, we will feature a strong “70s” lineup with performers such as Billy Paul, Jeffrey Osborne, Roy Ayers, Original P, WAR, Average White Band, Tower of Power and many more.

Help us to continue to keep the music free by picking the sponsorship package that best suits your needs.

Peace

President and CEO