



West Valley friends and supporters,

What better way to celebrate the end of triple-digit heat and the start of fall than with a street festival honoring our veterans? That's what Historic Avondale Merchants Association (HAMA)'s **Western Avenue Rocktoberfest** is all about.

Join us Saturday, Oct. 21, for a rockin' good time. We're taking over Avondale's Western Avenue and filling it with a bustling marketplace where you can shop and support our veteran artists and crafters, small, local businesses and vendor. And what's a street festival without food vendors, a beer garden, live music, an auto show, a kid zone and more.

The connection between the Historic Avondale Merchants Association and area veterans is strong. Our 2015 and 2016 street festivals were named VETFest to reflect that connection and to celebrate our veterans. The name of this year's festival may have changed to Western Ave Rocktoberfest but our commitment to celebrating, supporting and recognizing our veterans remains the same.

This includes booths featuring art created by veteran artists. Art plays an important role for veterans returning from combat and processing combat effects. Our festival provides veteran artists a place where they can share and sell their art.

And who better to help us plan an event celebrating veterans than veterans themselves? That's why members of American Legion Post No. 61 play an important role in planning and putting on VETFest/Rocktoberfest.

But, to make all this happen, we need your help. Please consider becoming a Rocktoberfest sponsor. Sponsorship opportunities range from a minimum of \$50 (Friend of the Fest Sponsor) to \$5,000 (Presenting Sponsor). The attached sponsorship schedule describes what you get for your contribution. HAMA is a 501c3 tax exempt organization. Our EIN # 46-4056726.

To become a Western Avenue Rocktoberfest sponsor, please complete the attached form and send it by **Sept. 30** with your check (payable to HAMA Rocktoberfest) or credit card information to:

HAMA Rocktoberfest, 410 E. Western Ave. Avondale, Ariz. 85323

More event information (including volunteer opportunities) is on the [Historic Avondale Art and Events Facebook page](#) and the [Historic Avondale Merchants Association \(HAMA\) website](#). You can also contact event chairperson Colleen Schorr at keepsaketrophy@gmail.com or 623-853-0280.

Thank you.

Colleen Schorr,
Director, Historic Avondale Merchants Association

\$5,000+: **Presenting Sponsors** - 8 sponsor passes for the VIP eat and drink party tickets, logo recognition on websites, Facebook, event invitations and programs, radio/television/print media recognition, sponsor board representation, recognition in event and agency newsletters, right of first refusal as Presenting Sponsor at next year's event.

\$2,500: **Title Sponsors** - 4 sponsor passes for the VIP eat and drink party tickets, logo recognition on websites, Facebook, event invitations and programs, print media recognition, sponsor board representation, recognition in event and agency newsletters.

\$1,000: **Sustaining Sponsors** - 2 sponsor passes for the VIP eat and drink party, logo recognition on websites, Facebook, event invitations and programs, print media recognition, sponsor board representation.

\$500: **Contributing Sponsors** - 1 sponsor passes for the VIP eat and drink party tickets, logo recognition on websites, Facebook, event invitations and programs, print media recognition and sponsor board representation.

\$50 - \$250: **Friends of the Fest Sponsors** - Name recognition on websites, event invitations and programs, print media recognition and sponsor board representation.

Sponsorships may be submitted by businesses or individuals. Donors may opt to submit sponsorships in recognition or in memory of individuals please select your sponsorship level:

- \$5,000 Presenting Sponsor
- \$2,500 Title Sponsor
- \$1,000 Sustaining Sponsor
- \$500 Contributing Sponsor
- \$50 Friends of the Fest Sponsor

Business, organization or Individual donor: _____, or

In Memory of, or In Honor of (Please include Military branch, rank and individual's name):
_____ or

I prefer to donate anonymously and not be listed on the Sponsor materials.

Sponsor/Donor Contact (individual :) _____

Address _____ City _____ State _____ Zi
p _____

Email _____ Phone _____

My check is enclosed, payable to HAMA Rocktoberfest Please send to: 410 E. Western Ave,
Avondale AZ 85323

Please charge my credit card: MC ___ Visa ___

Signature _____

Credit card number _____ Expiration date
_____/_____

Your donation is tax deductible to the extent allowed by law. A Receipt will be provided for your records.

Historic Avondale Merchants Association is a 501c3