

To: Public Relations/Marketing Dept.
Re: Sponsorship Opportunity

With each passing year the Holiday Light Show put on by my husband and I has grown. Last year was the first year that we installed additional power circuits specifically for our show. This allowed us to create a show that encompassed over 30,000 lights. (See <http://www.russandbecky.com/houselights.htm> for a photo of last year's light show). All that saw the show last year loved it and came back over and over to share the "Glow" with their family and friends.

There were some moments earlier this year (especially during the take down process!) that we debated if we would spend the extra money and effort required to make this year bigger and brighter. After Sept 11, there was just no question. We felt the community needed us more than ever. We could distract everyone (if only temporarily) from our country's difficult times with something fun and positive.

During October our plan came together. It was clear that the additional lights would require more power circuits and if we truly wanted it to be great we would need a professional light chaser box. A month and a half later everything has been purchased and the show assembly is nearly complete. The 2001 show will incorporate over 50,000 lights this year and will have professional light movements sure to delight all ages.

Of course, the last big expense is yet to be made. We are now realizing just how expensive running the show is going to be this year! At first we thought maybe we'd get lucky and win one of the light contests around town. We could then use the prize money to help fund our wonderful show. It then occurred to us maybe there was a company who would be interested in sponsoring the incredible show and what better sponsor than Gulf Power!

Sponsorship would include the Gulf Power Logo displayed in our show, a sponsorship thank you on our Christmas web page, and a mention in any media interviews we give. Your sponsorship contribution could be done in one of two ways; 1) a credit to our Power bill for the period of Nov 22, 2001 through January 6th, 2002, or 2) a check for \$1,000.00 that we could then use to help fund the upcoming bills. If you are interested in sponsoring our "**2001-Go for the Glow**" show please give us a call at one of the numbers listed below. We thank you in advance for your consideration in this matter.

Many Thanks,
Rebecca & Russ Smith
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