

Name
Business Title
Address
City, State, Zip Code

Dear [Local Business],

I am writing to you today on behalf of Kaleidoscope — Stetson University's Gay/Straight Alliance — to tell you about an exciting and upcoming event occurring in the spring of 2009: Kaleidoscope will be hosting the first ever Central Florida Gay and Lesbian Theater Festival.

The festival will be presented the week of March 23rd through March 29th on Stetson University's main campus in DeLand, FL. The festival will present up to 10 fully staged original or pre-existing plays/musicals, as well as a number of staged readings of full length and one act plays/musicals. These will be presented to the local community at Stetson University's DeLand Campus.

This event presents local businesses with a unique advertising opportunity. We are selling advertisement space in our souvenir program which will be distributed at every performance throughout the week. Local businesses who advertise in this program will have their business information presented to the Stetson student body as well local community members.

There are several different ad sizes to meet your specific business needs:

- \$25 for a business card size space
- \$50 for a 1/4 page
- \$75 for a 1/2 page
- \$100 for a full page ad

*Also the entire back page of the program will be provided for advertisement to the contributing business who donates \$500 or more to the event.

We sincerely appreciate your time and hope that you consider utilizing this advertisement opportunity to reach the local Stetson and DeLand community. We encourage you to participate in what will surely be a culturally historic event for our community.

Sincerely,

Matthew Henderson
President of Kaleidoscope: Stetson's Gay/Straight Alliance
mhenders@stetson.edu