



Dear Sponsor:

My name is Lawanda Lee Anderson and I am the president of “**Words of Essence, LLC.**” I am also a motivational speaker, poet, and the author of two inspiring books of poetry entitled, “*Words of Essence*” and “*The Voices of Many.*”

I am writing this letter to solicit your **Sponsorship and Advertisement** for our upcoming **6th Annual “Gospel Showcase & Talent Show 2011”** at the **Downtown Durham Armory** (220 Foster St., Durham, NC) on **October 7, 2011** from **7:30pm – 10pm.**

HIGHLIGHTS

Within the past 6 years, Words of Essence has sponsored 3 highly effective community events:

6th Annual “Aspiring Writers Info Session” – motivated audience members to enhance writing abilities through receiving information from a panel of professional authors and publishers.

5th Annual “Gospel Showcase & Talent Show” – provided a platform for local artists, singers and dancers to perform for Professional Judges who were radio hosts and announcers, while awarding the winners cash prizes, free studio recording and rehearsal hours, trophies, etc.

3rd Annual “Business Men & Women Expo” – inspired future entrepreneurs and business owners with strategies and financial information by bringing in credible speakers.

In addition, **Words of Essence** participated in over **100 speaking engagements**, was featured on **Brandnews.com – Christopher “Play” Martin’s show (2011)**, represented Durham Technical Community College during the **Chamber of Commerce’s 100th Anniversary (2006)**, was featured in a full page article in the Aug/Sept. edition of **Spectacular Magazine (2006)**, and received other honorable opportunities via **radio and television interviews (2005-present).**

As a **Sponsor** of **Words of Essence**, you will not only be investing in one of the **Top Innovative Organizations**, but you will be directly impacting our communities, while enhancing your advertisement presence with our venues. (See page 2 for “*Sponsor Benefits*”)

We are extremely excited about your consideration in becoming a **Sponsor (Distinguished, Gold, Silver or Bronze)** and are certain that your company will greatly benefit from the advertising and marketing opportunities implemented by **Words of Essence** to give your business more exposure, while demonstrating your concern for community involvement. If you have any questions, please contact me at **(919) 624-4138.**

Please mail your contribution to the above address **Before September 15, 2011.** Thank you in advance for your investment in the **Community and Words of Essence, LLC!**

Sincerely,

Lawanda Lee Anderson
CEO/ President

SPONSOR BENEFITS

DISTINGUISHED SPONSOR - \$1000

(Full Page Ad)

- Media recognition via Radio Commercials as a co-sponsor of the "Gospel Showcase & Talent Show 2011"
Receive Free Admission (20 complimentary tickets)
Free Vendor Table to display Business literature & products for additional advertisement
Receive a personal autographed copy of "Words of Essence" poetry book
Featured on the Words of Essence's Website
Verbal Recognition during event
Opportunity to donate items or services for "Door prizes" to further promote your business

Gold Sponsor - \$200

(Full Page Ad)

- Receive Free Admission (4 complimentary tickets)
Verbal Recognition during event
Featured on the Words of Essence's Website
Receive a personal autographed copy of "Words of Essence" poetry book

Silver Sponsor - \$100

(1/2 Page Ad)

- Receive Free Admission (2 complimentary tickets)
Verbal Recognition during event
Featured on the Words of Essence's Website

Bronze Sponsor - \$50

(1/4 Page Ad)

- Verbal Recognition during event
Featured on the Words of Essence's Website

Business Card Ad - \$25

* Program booklet is based on 9x6in layout *

SPONSORSHIP FORM

Please Check the following option(s) and place your contact information below.

Included with your Returned Information should be the following:

- 1.) Typed copy of company information, handout(s), business cards, etc. to be featured in Ad (Full - 1/4 pages)
2.) Business literature (cards, pamphlets, etc.) for Sponsor Table and Door prize items (if applicable)
3.) Include Check or Money order addressed to "Words of Essence"

4.) Mail information to: Words of Essence, P.O. Box 13182, Durham, NC 27709

**** DEADLINE SEPTEMBER 15, 2011 ****

- _____ Distinguished Sponsor - \$1000
_____ Bronze Sponsor - \$50
_____ Gold Sponsor - \$200
_____ Business Card - \$25
_____ Silver Sponsor - \$100
_____ Registration Ticket - \$10/ \$5 for students
_____ Donation
_____ TOTAL AMOUNT

Contact Name/ Organization _____
Phone number/ Email Address/ Website _____
Address _____
Other (In-kind, give-away items, etc) _____

Please attach form with your Contribution.