

159th Belchertown Fair
September 23-25, 2016



Dear Friend,

Fair committee members and many community organizations are hard at work to make this year's fair the best it can be. Without question, community participation on many levels is the key to this annual town event. The theme of this year's event, "Something to Crow About" says it all. We are proud of Belchertown's continuing ability to host such a total community event. It is the volunteers and the sponsors that make this possible. We want everyone to have a chance to be a part of the fun.

We would like to offer you the opportunity to help sponsor events throughout Fair weekend. We have enclosed the sponsorship categories and have shown how the community will be made aware of your generosity. Please know we understand that in a small town, many worthy causes request your assistance on a very routine basis. The current economic climate makes it harder each year for each and every one of us. We know that you have many choices to make and appreciate any consideration. Many of you have been loyal supporters of the fair through out the years in a variety of ways. Thank you for your past and continued support.

To be included in the Fair Guide as a sponsor, we must have your check **no later than August 23**. Through out the year the Fair collaborates with the Sentinel to assemble the Fair Guide. While your well wishes are appreciated in the Guide it is important to clarify that none of the advertising dollars are contributed to the Fair. The Fair obtains its operating budget from the amusement vendor and booth space rental. Friends of the Fair contribute additional support from T-shirt sales and sponsorship. The annual operating expenses have increased annually and we continue to maintain a goal to keep vendor cost low to assist the youth, non-profit groups and families to participate in the fair activities. It is your continued sponsorship that allows us to do all that we do and most importantly provide a FREE event, which everyone can enjoy.

The Belchertown Fair is a unique and special community celebration. For one week, this amazing event turns the picturesque New England common into a fun filled activity that many look forward to and enjoy. The magic starts with the community support and ends with the smiles and sparkles in the kids' eyes. It is in difficult times like these that we see individuals come together for the greater good. Regardless of your ability to assist us, we hope that you will visit one or all of the fun events scheduled on the common throughout the weekend with your family and friends.

Thank you for your consideration this year as well as in the past. We look forward to hearing from you.

Rebecca Newsome

Friends of the Fair and Parade
Hope to see you at the 159th Belchertown Fair!

