



P.O. Box 388  
Seneca Falls, NY 13148-1408 USA

Thank you for the opportunity to be considered for support regarding our upcoming Locktoberfest celebration which will be held on Saturday, October the 7<sup>th</sup>, 2017. The New York State Canal Corporation chose Seneca Falls as one of the five locations throughout New York State to hold Locktoberfest which is a festival celebrating Autumn on the Canalways system. This event incorporates community markets, local artwork, Taste NY products, entertainment, and children's activities. Collaborating with the Canal Corporation and partnering with I Love NY, Taste NY, New York State Department of Agriculture and Markets, this inaugural event is established to become an annual event to promote the Canal Harbor, Downtown Business Corridor, and the entire Community.

In the two short years since we began our initiative to assist in the revitalization of the Seneca Falls Canal Harbor and its Downtown Business Corridor within the NYS Canalway system on the Cayuga-Seneca Canal, we have successfully established the Seneca Falls Canal Fest as one of the premiere festivals in the Finger Lakes. The Seneca Falls Business Association (SFBA) serves as the organizer of this event and the upcoming Locktoberfest. We have raised funding through individual local business and organization sponsorships. We have raised awareness and participation through volunteers, promotion, social media, and face-to-face community interactions.

<b>Seneca Falls Canal Fest by the Numbers:</b>		
	<b>2016</b>	<b>2017</b>
<b>VISITORS</b>	10,000	18,000*
<b>BOAT TRAFFIC</b>	26	53
<b>VENDERS</b>	17	35
<b>LOCAL BUSINESSES</b>	3	11
<b>SOCIAL MEDIA†</b>		
FB FOLLOWERS	315	820
FB PAGE VIEWS	< 30,000	< 85,000
FB VIDEO VIEWS	≈3,000	< 25,000
<b>WEB SITE</b>		
SITE VISITS	< 144,000	< 290,000

\*First Day, Friday, Rain Shortened  
† < 35,000 Page Visits During Week of Event

As you can see from the quantitative analysis above, the growth of this festival has exceeded expectations for a town of approximately 8,000 residents.

We are expecting similar outcomes as we establish this exciting opportunity. Locktoberfest will only be as successful as the support that we can receive. Volunteers, participation, and sponsorships are the backbone of a community based festival. Additionally, your funding will be vital to our efforts to again assist in the growth of our Canal Harbor and Downtown Business Corridor.

The Seneca Falls Business Association (SFBA) is requesting your support for this year's Locktoberfest. A contribution from your organization will give us the jumpstart we need while we continue to implement our recently developed fund raising plan.

If we can provide additional information to encourage consideration of our request, please feel free to contact us at (315) 568-9943.

Most sincerely,

Ann Sandroni  
President, Seneca Falls Business Association



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The Seneca Falls Business Association (SFBA) serves as the organizer of the event which will be held on Saturday, October the 7th on the North-side of the Seneca Falls Canal Harbor.

The Seneca Falls Locktoberfest has LIVE Entertainment, Family Friendly Events, Arts & Crafts, Local Food, Farmers, Craft Beverages, and much more. Come on down and enjoy what Seneca Falls has to Offer!

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### 2017 LOCKTOBERFEST SPONSORSHIP

We are seeking sponsors to help with the 2017 Locktoberfest. Help is needed with the music, activities and organization of the festival.

You will receive recognition on the Main Banner, advertising and web site placement.

Organization / Individual Sponsors Name:

Address:

City:

Zip:

Amount

\$