



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 6th, 2018. The New York State Canal Corporation (NY State Power Authority) 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 event is an annual event to promote the Canal Harbor, Downtown Business Corridor, and the entire Community.

In the three 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 and have added the Locktoberfest celebration. The Seneca Falls Business Association (SFBA) serves as the organizer of both of these events and 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.

The growth of these festivals has surpassed expectations for a town of approximately 8,000 residents with visitation for the Seneca Falls Canal Fest's 3 day event reaching an average of 12,000 for its three years. In its inaugural year of 2017, the Seneca Falls Locktoberfest, succeeded in welcoming over 3,500 visitors for its one day event. It also had more recreational boaters visit the Canal Harbor during the event than visit on average for the entire month of October! The Seneca Falls Locktoberfest offers Live Bands, Food and Craft Beverage Vendors, Arts & Crafts, Family Entertainment, and more while focusing on raising funds for community organizations, promoting local and area businesses, and bringing the entire community together. It is an opportunity to raise awareness and outreach to what the Finger Lakes region has to offer!

We are expecting increased visitation and a worthy way for you to promote your organization as we continue to 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

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!

2018 LOCKTOBERFEST SPONSORSHIP

We are seeking sponsors to help with the 2018 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. With a donation of \$250 or more, you will receive free Booth Space!

Organization / Individual Sponsors Name:

Address:

City:

Zip:

Amount

\$