



# Smithfield Ham & Yam Festival

200 South Front Street, Smithfield, NC 27577

919-934-0887 [www.hamandyam.com](http://www.hamandyam.com)

January 30, 2019

Dear Community Supporter

The 2019 Smithfield Ham & Yam Festival, scheduled for May 4, is quickly approaching, and we are working hard to make this year a great one! The success of our event is due in part to the contributions of our sponsors who lend financial support to the festival.

In order to differentiate the Ham & Yam Festival from other festivals in the region, we are making an effort to better highlight our assets, including ham and yams, but also more North Carolina entertainers and craftspeople. By making the festival more unique, we expect to attract a larger audience, and one that attends the Ham & Yam Festival for an experience that can't be found anywhere else.

Along with the concert, the festival includes activities for the entire family, entertainment, interesting country ham and yam foods, and an opportunity for organizations such as the 4-H, Kiwanis Club, Lions Club, Relay for Life, school groups, churches, and many other nonprofits and civic groups to use our festival to raise public awareness, support, and funds. 100% of the money raised will go directly back into the Smithfield community.

We hope that you will consider supporting the 2019 Ham & Yam Festival as a sponsor. Sponsors will receive exposure from media campaigns and promotions for the event. In 2019, the Downtown Smithfield Development Corporation will allocate approximately \$50,000 towards paid and/or gifted print and digital advertising and festival merchandise. With a tax-deductible donation to our non-profit, we would be honored to attach the name of your business to the advertising dollars we spend in 2018!

In addition to the exposure that comes from the promotion of the festival, you will gain recognition from the audience attending the festival. With more than 20,000 attendees at last year's festival and increased targeted promotion, we expect that attendance at the 2019 festival will be the highest ever.

We have several different levels of sponsorship, the benefits of which are detailed in the included materials. In order for your business to receive maximum advertising exposure, please notify us by Thursday, March 15 if you plan to be a sponsor of the 2019 Ham & Yam Festival. Should you have any questions, or if I can be of assistance, please do not hesitate to contact me. Thank you for your consideration.

With warmest regards,

Sarah Edwards  
Executive Director  
Downtown Smithfield Development Corporation