



WASHINGTON FIRE DEPARTMENT

ICE FISHING DERBY COMMITTEE

PO BOX 172

WASHINGTON, NH

03280

Dear Potential Sponsor,

My name is Jane Thayer and I am writing on behalf of the Washington Volunteer Fire Department, Ice Fishing Derby Committee (tax ID#026-00-0953). For the past 30 years, the town of Washington has held an ice-fishing derby in the month of February. The next Derby is scheduled for February 18th and 19th, 2012. The derby averages 350-registered fishermen and women, and is the major fundraiser for the Volunteer Fire Department. The funds raised at this event help to support the purchase of equipment and gear for the department, member training, and an annual scholarship awarded to Fire Department family members that are attending college. The derby is a wonderful family fun event that draws people from surrounding towns and states to enjoy the weekend.

I write this letter asking for your support. We are not limited to any one type of donation; all donations would help to offset the prizes purchased for the derby winners and for the raffles. Prizes are awarded in youth and adult categories, day winners, and overall weekend winners. We have a sponsor's board posted at the derby headquarters, and a sponsor's sheet that is handed out with free derby bags to all that come. By listing and posting our sponsor's, we encourage our patrons to support your business. If you would like to supply some business cards, we also have a table to display them and for our patrons to take.

We have four programs that we run for sponsorship donations. Following this letter is a sponsorship worksheet that you could complete and return if you are interested in being a Derby sponsor.

- **Banner Program:** For a donation of \$150.00 (or more) an 18"H X 36"W vinyl banner is made up at a local printing company. The banner is an exterior grade white banner with black and red vinyl print, all graphics are in full color. This banner gives your company name, telephone number, and is displayed on the wall of derby headquarters for the weekend. This banner is yours to keep. You may take it with you or request that the Derby Committee hold it until the following year. Your banner will be displayed the following year for a donation of \$100.00 (or more). You will receive a letter the following years to inquire on your donation for that year's derby. If you would like to donate that year and you have the banner, we asked that you make arrangements to get the banner back to a derby member prior to the start of the derby.

- Gift Certificate Program: The gift certificate program is designed to be used for raffle fundraisers during the derby weekend or to add to a category prize for the derby winners.
- Merchandise Program: The Merchandise Program is designed to be the major support of the prizes awarded for fish caught. However, the derby does run a raffle during the year (starting at derby weekend running until the towns annual Flee Market Days over the 4th of July weekend). In the past these raffles have been for a fishing boat, kayaks, a 4-wheeler and trailer, and a gas BBQ grill. Merchandise donations do not have to pertain only to ice fishing. We accept all merchandise, there is no such thing as too small or too big.
- Monetary Program: All monetary donations are for the purchase of prizes and supplies to run the function.

We would appreciate your support of our derby and look forward to hearing from you.

Thank you for your time and consideration,

Brian Moser
Fire Chief & Derby Chair

Jane Thayer
Derby Secretary/Treasurer

