



June 2010

Dear Potential Sponsor:

Exciting times are back in Hackensack!! Don't miss out on the opportunity to be a part of the action this year. Hackensack's Fifth Annual Street Festival, sponsored by the Upper Main Alliance and the City of Hackensack is scheduled for Saturday, October 2nd, 2010. The Festival will be held on Main Street, between Atlantic and Passaic Streets. Main Street will be closed to traffic during the hours of 10:00 A.M. to 6:00 P.M.

At last year's Hackensack Street Festival over 25,000 visitors lined Main Street to enjoy over 250 merchants, entertainers and food vendors. As word spreads of this terrific festival, the crowds keep growing. We expect this year to be bigger and better than ever! We are actively negotiating for another great nationally-known performer for this year's headliner and will announce it shortly. You can be sure that our entertainment will be top notch as always!

There will be featured entertainment, rides for the children, including a trackless train, inflatable obstacle course, rock wall and castle bounce. In addition, there will be a costume character review, petting zoo, pony rides, clowns and stilt walkers. We will once again have a **Classic Car Show** between Atlantic and Mercer Streets.

The Street Festival gives your company the opportunity for valuable local recognition while helping to strengthen Hackensack's economy and encourage community support. The attached sponsorship package describes the benefits of each level of sponsorship and the promotional products included which are sure to enhance the exposure of your business.

Please review the enclosed package which includes all sponsorship levels and promotional products. For any questions on the Street Festival you may contact the sponsorship organizers, Lori Griffin at Event Magic, (201) 220-1715, or Albert Dib at the Hackensack Upper Main Alliance, (201) 498-1690.

On behalf of the Hackensack Street Festival Committee we thank you for your consideration and support. We look forward to hearing from you to confirm your participation prior to August 12th, 2010.

Very truly yours,

JERRY LOMBARDO
Chairman
Upper Main Alliance

Very truly yours,

ALBERT DIB
Executive Director
Upper Main Alliance

Very truly yours,

Marlin G. Townes
Mayor
City of Hackensack