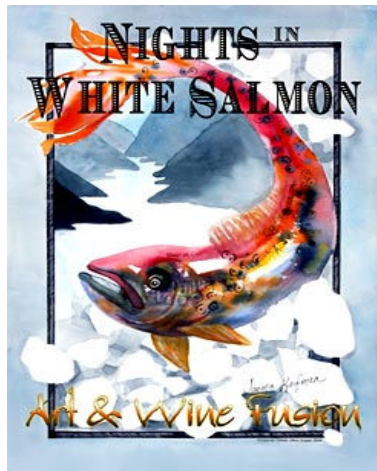


2011 Nights in White Salmon – Art & Wine Fusion Sponsor Information Sheet

White Salmon Arts Council and the entire community of White Salmon are asking you to help sponsor the 2011 Art & Wine Fusion event. For the past six years this has been one of the premier summer events in the Columbia River Gorge and we need your help to make it even better this year. In addition to benefiting from the advertising and the influx of potential customers, clients, employees, you will be contributing substantially to the health and welfare of our entire community. **As a local business person you need to be a part of this!**



The 7th annual Art & Wine Fusion will be a celebration of many things that help define our unique and wonderful home in the Columbia River Gorge. This will be a fun-filled evening of exciting and family-friendly activities, great local food, renowned local entertainment, top-notch local artists displaying their art throughout the town, award-winning winemakers hosting tastings of their incredible local wines, and all the warmth and beauty of an early summer evening in the Gorge.

When: Saturday, July 16, 2011, 3:00-10:00 pm

Where: Downtown White Salmon, all along Jewett Blvd

Who: Artists, vintners, chefs, musicians, crafts people, entertainers, and well over 1000 guests (1200 last year... 1500+ this year?)

What: A relaxing community event celebrating the glorious art, wine, food and summer in our unique part of the Columbia River Gorge. We feature carefully chosen, highest quality local art and artists, wines and winemakers, foods and activities that reflect our unequaled local area.

Downtown will be transformed from Hwy 141 to lively Street Fair, with:

- ▲ **Popular Music** – regional entertainers on two stages,
- ▲ **Award-winning local wines** – tastings poured by master winemakers from our great regional wineries,
- ▲ **Salmon Cookoff** - featuring renowned local restaurants, caterers and regionally recognized gourmet judges,
- ▲ **Local food booths** – selected for unique taste and quality.
- ▲ **Local artist's booths** – locally made, quality crafted pieces,
- ▲ **Shops, galleries and businesses** hosting **local artists** presenting their own works and giving demonstrations,
- ▲ **Family-fun Bike Ride** – a short, strenuous climb up Dock Grade into town, finishing at Everybody's beer garden,
- ▲ **Kid-friendly activities** in a kid-friendly environment, including a Dress-up Bike parade, fun potato stamps, balloon-animals, street chalk art, and more ...



2010 'Best Style' Kayak on Wheels

Our aim is for this event to become self-supporting, but to reach that goal this year we need \$6,000-\$8,000 in sponsorships toward the ~\$15,000 total cost (very inexpensive for an event of this scale). Based on past results, reviews, guest comments and our adjustments this year we're confident that Art & Wine Fusion can reach that goal, and continues on its path to becoming an iconic Gorge event. **You need to be a part of this!**

Sponsorship Pledge Form

Name: _____ Email: _____

Business Name: _____ Phone: _____

Address: _____ City/State/Zip: _____

Pledge Amount: \$ _____ Include us in event advertising - YES ___ NO ___ (\$300 or greater sponsorships)

Sponsor benefits: \$300+ donation (if paid before 6/1) = name/logo inclusion in posters, advertising, etc.

\$100+ donation = 1 free \$15 ticket for each \$100 donated

Complete this pledge and send it to **White Salmon Arts Council, P.O. Box 2221, White Salmon, WA, 98672**. You will be billed in June.

Questions? Contact Lloyd DeKay – President, WSAC (LdeKay@gorge.net, 509-637-2737)

White Salmon Arts Council is a registered 501c3 non-profit organization. Your donation may be tax deductible.