



Community Celebration Committee

P O Box 41, Hershey PA 17033

October 20, 2011

Dear Friends,

The sixth Annual New Year's Eve celebration in Hershey was a remarkable success thanks to the support of the community and our valued partners. We continue to receive positive feedback from our friends and neighbors regarding this wonderful, safe, and family-oriented event.

Plans are progressing rapidly for this year's celebration which will again feature children's activities and entertainment, a food court and vending area, three live band performances and the spectacular fireworks at midnight!

In order to make this event truly a "community" celebration, we ask for your financial support. We have reduced our sponsor categories to better reflect the generous contributions we have received in prior years. We will also have increased partner visibility and value for our contributors. See the enclosed sponsor form to review this year's sponsorship opportunities.

To thank our partners we will once again have the Sponsor Reception. The location is new this year but the food and fun will be as great as previous years. The Sponsor Reception will be located in the lobby of the Hershey Story. Not only does this party include great food and drink, but a strategic location to warm up! The popular Kid's Room and party favors will also make this party fun for the whole family.

We ask that you review these opportunities and give thoughtful consideration to supporting the New Year's Eve in Hershey event. Once you have decided on the desired sponsorship, please complete the sponsor form and return it with your payment to the Community Celebration Committee at the address listed.

If you have any questions about the event or sponsorship opportunities, please contact Lou Verdelli at lou.verdelli@rbccm.com.

Our goal six years ago was to create an event that would become a community tradition and we believe we did just that! With your help, we will continue that tradition, make new memories and kick 2012 off in style with our family and friends!

Sincerely,

Mike Pries, Chairman
New Year's Eve Celebration Committee

Lou Verdelli, Chairman
Sponsorship Committee