



Dear Parkway Supporter,

Throughout 2010, the Blue Ridge Parkway region will host a year-long celebration and commemoration of the Parkway – highlighting the past but, more importantly, focused on the future. A wide range of Parkway-oriented events, initiatives, and investments will be taking place across Virginia and North Carolina. This commemoration is designed to have a long-term impact on the Parkway and its adjacent communities and promises to leave a lasting and positive impression on those who participate.

The goal of Blue Ridge Parkway 75, Inc.'s sponsorship program is to maximize the opportunity of this special anniversary and raise public awareness locally and across the country of the extraordinary contributions and equally extraordinary needs currently faced by the Blue Ridge Parkway. The Parkway's 50th anniversary celebration in 1985 spurred a multi-year increase in media coverage of the area, impressive economic impacts, and brought millions of new visitors to the Parkway region. As we approach and make plans for the 75th Anniversary, the opportunities for a similar result are equally favorable.

Sponsoring the Blue Ridge Parkway 75th anniversary project will position your organization in the following ways:

- As a public supporter of a national treasure and a steward of our natural and cultural resources.
- As having access to special resources and services available only to Blue Ridge Parkway 75th anniversary sponsors.
- As a high-profile organization with an important branding, sales, or community message to deliver to the tens of thousand of people who visit the Blue Ridge Parkway region and the millions of people who travel the Parkway year after year.

I hope you will consider the investment in the future this anniversary represents. We are happy to work with your organization to customize a recognition program that meets your needs. Thank you for your sincere consideration of this request.

Sincerely,

A handwritten signature in black ink, appearing to read "Daniel W. Brown".

Daniel W. Brown
President



SIGNATURE EVENTS & PRESENTING SPONSOR OPPORTUNITIES

Cumberland Knob Anniversary Festival	\$ 100,000
2 Part Symposium – Imagining the Parkway for the 21 st Century	\$ 80,000
Musical Tribute to Parkway’s 75 th	\$ 50,000
Cars on the Motor Road Parade	\$ 12,000
Project Launch/Media Event in Roanoke	\$ 8,000
Torch Passing Media Event at Humpback Rocks	\$ 6,000
Torch Passing Media Event in Cherokee	\$ 8,000

75TH PROJECT BUDGET

Allocations

Marketing	\$ 72,000
Events	\$ 264,000
Stewardship	\$ 49,000
Operations	\$ 27,000
TOTAL	\$ 412,000

Gifts

Corporate Sponsorships/Grants	\$ 123,000
Public Funding	\$ 82,000
Partner Groups/Other	\$ 207,000
TOTAL	\$ 412,000



Blue Ridge Parkway 75, Inc.

A non-profit organization, Blue Ridge Parkway 75, Inc., has been established and tasked with the responsibility of planning and implementing the Parkway's 75th anniversary celebration.

Mission:

Plan, fund, and organize the events and activities of the Blue Ridge Parkway’s 75th anniversary; educate the general public about the Parkway’s value and assets; and, through collaborative partnerships, realize the vision of the anniversary.

Vision:

Engage local communities and the nation in efforts to sustain a healthy Blue Ridge Parkway for future generations by celebrating 75 years of Parkway history, Appalachian culture, and spectacular scenic views.

75th Anniversary Project Goals:

- Raise awareness of the Blue Ridge Parkway’s 75th anniversary by developing and sharing engaging information about the importance of this exceptional natural and cultural resource.
- Involve local communities in the 75th anniversary of the Blue Ridge Parkway through a series of events that focus regional and national attention on the history and stewardship of this treasure.
- Advance a new generation of stewards, advocates, and elected officials who embrace Parkway values, speak out regarding future challenges, and actively work for a sustainable and healthy Blue Ridge Parkway.



SUGGESTED CORPORATE SPONSORSHIP LEVELS AND RECOGNITION OPPORTUNITIES

Description of Benefits	\$50,000	\$25,000	\$10,000	\$5,000	\$1,500
Limited Opportunity: Only two (2) available!	◆				
Limited edition, hand-crafted plaque identifying your organization as a presenting sponsor of the Blue Ridge Parkway's 75th Anniversary	◆				
Your organization's logo integrated into all print and Web-based materials distributed by BRP 75, Inc.	◆				
Opportunity to use BRP 75 name, logo, and brand on organization materials	◆				
Complimentary registration for up to 4 members of your organization or guests at 2010 symposium	◆	◆			
75 th Sponsor banner for business display	◆	◆			
Signage when and where appropriate at signature anniversary events	◆	◆	◆		
Logo on "official" calendar of events publication	◆	◆	◆		
Speaking opportunities at sponsored event	◆	◆	◆		
Listing on Web site with organizational profile, link, and logo	◆	◆	◆		
Acknowledgment in relevant press releases and media efforts	◆	◆	◆	◆	
Special 75 th anniversary window decal	◆	◆	◆	◆	
Recognition/listing in all appropriate printed materials	◆	◆	◆	◆	◆
Cross-promotional opportunities	◆	◆	◆	◆	◆
Recognition on anniversary Web site	◆	◆	◆	◆	◆



PLEDGE STATEMENT

YES, I pledge to support the Blue Ridge Parkway 75, Inc. mission!

- | | | |
|--------------------------|----------|------------------------|
| <input type="checkbox"/> | \$50,000 | Hemlock Society |
| <input type="checkbox"/> | \$25,000 | Chestnut Society |
| <input type="checkbox"/> | \$10,000 | Rhododendron Society |
| <input type="checkbox"/> | \$5,000 | Azalea Circle |
| <input type="checkbox"/> | \$1,500 | Mountain Laurel Circle |
| <input type="checkbox"/> | \$ _____ | Patron |

Please consider my donation a (check one) ...

- Charitable Gift Sponsorship

Name (please print) _____

Organization _____
(as it is to appear in marketing or print materials)

Address _____

City, ST Zip _____

Phone (____) _____ E-mail _____

Gift designation, if applicable _____

Signature _____

Please take a moment to complete the following ...

Please bill me the amount indicated above on _____
(indicate date)

Please do not list my organization's name as a donor in the final event program.

Mail contribution and completed form to:

Blue Ridge Parkway 75, Inc.
199 Hemphill Knob Road
Asheville, NC 28803

Thank you!