



Dear Friends,

"Our mission is to provide opportunities for the development of the cultural and imaginative life of the Concord community and to the advancement of large-scale participatory events in the belief that such events, when artistically inspired, can play a major role in the resurrection and rejuvenation of the City's spirit, economy and the life of its people"

The Todos Santos Business Association Arts Foundation Inc., was formed in 2014 with the mission to cultivate, inspire and promote our vibrant community. We had the unique opportunity to save a beloved 25-year Concord tradition, colloquially known as "The Singing Flag".

Subsequently, the TSBA Arts Foundation moved the event to downtown Concord, added a family friendly festival replete with top notch live entertainment, a kid's carnival, interesting exhibitor vendors and a handpicked smorgasbord of local food vendors. All culminating in a knock-your-socks-off evening fireworks display.

This year we commemorate 26 years of Concord's 4th of July Parade and celebrate the fact that the success of this event and the entire day's festivities has resulted in considerable growth and anticipate over 15,000 people at the 4th of July Festival and Fireworks Celebration alone. As the event has grown in size, media presence and word of mouth we have had the opportunity to be able to offer our sponsors a more regional platform in advertising.

Thus, I am writing to you today to ask you to become a donor and assist us in continuing this popular and dynamic community tradition. Enclosed please find the sponsorship application and information regarding the different donor levels and their benefits.

We ask that you return your sponsorship application by March 15, 2017. Your contribution at any level or amount will greatly appreciated and as always it will be tax deductible.

If you have questions, please do not hesitate to call me at (925) 864-6403

I look forward to hearing from you soon.

Turtle Pfeiffer
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