

**APPLE FESTIVAL COMMITTEE
P. O. BOX 201
NEW CUMBERLAND, PA 17070**

March 30, 2017

Dear Friends of New Cumberland:

The 32nd annual Apple Festival will take place on Saturday, September 30 from 9:00 a.m. to 3:00 p.m. The event will be held in the New Cumberland Borough Park. Approximately 12,000 individuals attend the festival. For the past 31 years the profits earned at this one day event have been used to the betterment of New Cumberland. Donations have been given to the Borough, the Fire Department, the Police Department, the Fire Police, the Boy Scouts, various sport teams, the Civil Air Patrol and recently to assist with the downtown streetscape facelift. The New Cumberland Olde Towne Association is proud to provide the vehicle to accomplish many good deeds in New Cumberland.

The NCOTA is offering you an opportunity to assist in this community effort by taking an ad in the program for the Apple Festival. This year the program will be a one page flyer, 13 inches by 27 inches in size. The map of the festival will be on the inside of the flyer with the vendor names and locations listed. Outlining the map and vendor list will be 26 business card size ads. Each ad will cost \$65.00 and will be in black, red and white. I ask you to support the festival by taking an ad.

Please complete the form at the bottom of this letter and return to me by August 1st.

Thank you in advance for your support. Together we will keep New Cumberland a fine place to live, work and enjoy life.

Sincerely,

DJ Landis
Program Chair and Mayor of New Cumberland

SPONSOR NAME _____
SPONSOR CONTACT _____
SPONSOR ADDRESS _____
SPONSOR TELEPHONE _____
SPONSOR EMAIL _____

Please return this form along with a copy/photo/electronic/digital ready advertisement and a check made payable to NCOTA Apple Festival in the amount of \$65.00 to: DJ LANDIS, 717 HALDEMAN BLVD., NEW CUMBERLAND, PA 17070. If using electronic copy please call me for the information.