



The Magnificent River Rats Festival
PO Box 701, Athabasca, T9S 2A6

Date: January 18th, 2011

Dear Festival Supporter / Sponsor,

The Magnificent River Rats Festival Society is busy planning the 15th annual, Canada Day music festival for July 1st and 2nd along the riverfront in beautiful Athabasca. This year the festival features the sounds of Jason Blaine, Dean Brody and memorable songs by the classic band Trooper as well as many other Canadian artists and local musicians. As in previous years the festival is enhanced with free children's activities, a marketplace, food vendors and fireworks and the hope is the event will continue to grow while keeping it affordable to families.

The goal of the society is to provide inexpensive family entertainment to the community and its visitors and is only possible by a variety of financial and in-kind assistance opportunities. The Society leverages funds from provincial and federal government grants, sponsorship from industrial and commercial businesses, fundraising through casinos and other events, along with the sale of event tickets to name a few. The society also receives in kind support from local businesses and groups to offset costs of hosting the festival.

The success of the festival is completely dependent on sponsorship and we encourage you to support it and receive the recognition you deserve. Financial donations, volunteering and in-kind contributions are appreciated in any amount and all contribute to the success of the festival.

The Magnificent River Rats Festival is grateful for the sponsorship we have received in the past and proud of the support the community of Athabasca and surrounding area has shown to the event. Please accept this open thank you to past and future supporters of the festival and we look forward to seeing you, your families and friends at the 15th annual festival.

If you have any questions please contact myself, Robin Dosenberg, any member of the society or the email contact on the web page.

Yours truly,

Robin Dosenberg
Director of Sponsorship and Fundraising
780-675-0323

