



**Rotary Club of
The Woodlands, TX
District 5910**

Oktoberfest 2010

Dear Potential Sponsor:

In late September 2009, The Rotary Club of The Woodlands hosted *Oktoberfest 2009*, the first such event ever held in this area. Over 5,000 people attended this premier family-oriented event, which featured such entertainers as Alpenfest, The Sauerkrauts, The Walburg Boys, Chris Rybak and many other acts that are well known to Oktoberfest fans. While the weather was hot, festival goers enjoyed great German food and Oktoberfest beer. Our club was able to net over \$21,000 which went entirely to our scholarship fund to provide financial assistance to seniors from the five local high schools and students at Lone Star College-Montgomery at a time when a depressed economy created even more need. *Oktoberfest 2009* could not have been a success without the strong support of our sponsors, who even in a recessionary year, provided over \$60,000 in funding.

On September 24, 25 & 26, 2010 The Rotary Club of The Woodlands will host *Oktoberfest 2010*. With a successful start from last year to build on and its premier location in The Woodlands, *Oktoberfest 2010* is expected to be one of the top two or three events in our area this year; and we are offering your firm an opportunity to be part of this historic occasion. In this packet you will find multiple levels of sponsorships to choose from ranging from the exclusive Diamond Level to the Friends of Rotary Level, which will help offset many smaller expenses. An event like this costs approximately \$120,000 to put on; and these sponsorships will help defray many of the costs, ensuring that more of the funds we collect will go to scholarships for local high school and community college students who need financial help in order to continue their education.

Your involvement in this project is critical to the future of many young people in our community and will make a difference. All proceeds will go directly to The Woodlands Rotary Club Foundation, a 501c(3) organization, making your contribution tax deductible. We hope you will consider participating in *Oktoberfest 2010* as a sponsor at some level; and thank you for your consideration.

Very truly yours,

A handwritten signature in blue ink that reads "Robert C. Schucker".

Robert C. Schucker
President
The Rotary Club of The Woodlands

A handwritten signature in blue ink that reads "Ron Clary".

Ronald E. Clary
President
Woodlands Rotary Club Foundation