

Mark Olinger
Executive Director
City of Madison
Community Development Authority
215 Martin Luther King Jr. Blvd.
Madison, WI 53703



December 14, 2009

Dear Mark:

The Home Buyer's Roundtable of Dane County is pleased to announce that the 2010 Home Buyer's Fair will be returning to the Alliant Energy Center and is scheduled for Saturday, March 20, 2010. Past Fairs held at the Alliant Energy Center have attracted large numbers of home buyers and provided valuable education to the community.

We are writing to thank the City of Madison for its past sponsorship of the Home Buyer's Fair and to request financial support for the 2010 Home Buyer's Fair. In the past, the City joined with Dane County to support the Fair at the Major Sponsor level. The City's share was made up of funds from the Mayor's Office (\$500), CDBG (\$1,000), and CDA (\$1,000).

We hope that the City will be able to make this same commitment in 2010.

The following sponsorship levels and benefits are available for the 2010 Home Buyer's Fair:

\$5,000 Major Sponsor Level

- Logo and website link placed prominently on the Home Buyers Round Table website
- Logo placed prominently on all media and program materials
- Sponsor named in broadcast advertising
- Logo placed on pedestrian bridge banner
- Booth at Home Buyers Fair in priority location

\$2,500 Supporter Level

- Logo and website link placed prominently on the Home Buyers Round Table website
- Logo placed prominently on all media and program materials
- Booth at Home Buyers Fair in priority location

\$1,000 Friend Level

- Logo placed on Home Buyers Round Table website
- Logo placed on all media and program materials
- Booth at Home Buyers Fair

\$500 Room Sponsorship

- Name and logo prominently displayed in one of four seminar rooms
- Booth at Home Buyer's Fair

The Homebuyer's Roundtable is a 501(C)3 tax exempt organization.
Please visit our website at www.homebuyersroundtable.org

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We ask the City to renew its sponsorship to support the 2010 Home Buyer's Fair and its goal of promoting homeownership.

Enclosed is a 2010 Home Buyer's Fair Sponsorship agreement which we request be returned by December 31, 2009. Sponsorship payments are due by January 15, 2010.

Thank you for your continued support.

Sincerely,

Your Home Buyer's Roundtable Promotion Committee Co-Chairs

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