



Radio Free Roanoke's
1st Annual Community Music Block Party
Sponsorship Request

31 August 2015

Radio Free Roanoke Inc.

WROE- 95.7 LPFM

P.O. Box 3219

Roanoke, VA 24015

www.radiofreeroanoke.org

Dear Mr. Bryant,

I am writing you to see if the Roanoke Natural Food Co-Op would be interested in sponsoring Radio Free Roanoke's *1st Annual Community Music Block Party*. This festival will highlight an eclectic mix of musical talent from across the Roanoke Valley and will feature musical performances by Geoff Connelly, Spencer and Jessica (of *Welcome to Hoonah*); Phat Rob, an area hip-hop artist and advocate for TAP's *Fathers First* program, as well as Roanoke's own avant-garde rock band *The Bastards of Fate*.

The event will be held on Saturday, September 12, 2015 on Wall Street in downtown Roanoke next to the Roanoke Market Building and will run from 5pm to 10pm with proceeds going to Radio Free Roanoke's *Transmitter and Station Fund*. In addition to enjoying the musical performances, attendees will also be able to purchase Virginia craft beers and Firefly Fare cuisine at the event. We are currently anticipating over 100 attendees at this event.

As you may know, Radio Free Roanoke Inc. has received a construction permit from the FCC to build the areas first low power, educational, non-commercial FM Station. Our mission is to provide the Roanoke Valley a diverse, community centered media alternative. Through our programming our goal is to not only celebrate and promote the area's musical accomplishments, but to provide citizens an opportunity to become their own best voice in the media.

RFR is seeking co-sponsorship of this event at the \$250.00 level to help offset the costs of printing for this event. Sponsor benefits include five free passes and sponsor name badges to the 1st Annual Community Music Block Party, your organization's logo featured on our website and sponsor banner at the event, as well as verbal recognition at the event from our announcer.

We would like to thank you in advance for your sponsorship of this event. If you have any questions or need additional information, please do not hesitate to contact me. I can best be reached on my cell at 540-598-9109 or via email at roriholford@gmail.com.

Best regards,

Rori Holford

RFR Community Outreach Director
and Development Committee Chair