

Bayfront REGGAE / WORLD MUSIC FestIvaL

March 13, 2025

Dear Ms./ Sir,

Greetings! On behalf of Bayfront Reggae / World Music Festival, I would like to invite you to join us as a sponsor for the 19th Annual Bayfront Reggae / World Music Festival held Saturday, July 19th at Bayfront Festival Park in Duluth, MN. We are excited to say we have grown in attendance to over 3,000 people in the park. As we grow, we are able to attract more A class performers which equates to rising expenses and the need for additional community support.

We will have world touring performers, international food, artisans, and tropical beverages. The event serves a five state area and Canada and is a premier world music festival with its beautiful location on Lake Superior. Our customers represent diverse ethnic backgrounds that include Caribbean, African, American Indian, Asian, South American, and European ancestry. Twenty sponsors supported this event in 2024. We have the full support of the City of Duluth. We are listed in the Visit Duluth Tour Guide, the Duluth Entertainment and Convention Center (DECC), and Twin Ports Nightlife, among others, where we have a presence on the web through our website, Facebook, Instagram, and X, as well as television and radio promotions. You will find us listed on the Visit Duluth and DECC website and at [www.bayfrontworldmusic.com](http://www.bayfrontreggae.com) where you can view our major sponsors for 2024.

In the spirit of world music, our mission includes stewardship through equality for people across the globe. Our business plan includes a donation to the Jamaica Minnesota Organization serving the children of Jamaica by providing school supplies and school scholarships.

We are asking for cash sponsorship or in kind services to help with financial support for the event. In exchange, we can provide advertising according to the sponsorship levels outlined in the Sponsorship Levels document. Examples include listing your company on our website as a preferred sponsor, in our promotional materials, on radio and / or television promotions, and complimentary tickets to the event.

I would be happy to meet with you to discuss this further. Thank you for your consideration of this popular event. I look forward to you joining us as a community partner.

With respect,

Janna Dreher

Janna Dreher

Manager

Bayfront Reggae / World Music Festival, LLC, 5477 Mc Quade Road, Duluth, MN 55804

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