

January 16, 2008

«FirstName» «LastName»

«Company»

«Address1»,

«City», «State» «PostalCode»

Dear «FirstName»:

September 7, 1876 ... a day to remember...

For 60 years a group of Northfielders have come together to produce the Defeat of Jesse James Days Celebration. Between September 4-7, 2008, we will celebrate the 132st anniversary of the defeat of the James/Younger Gang and honor the heroism of Northfield's townspeople.

On behalf of the Defeat of Jesse James Days Committee, I would like to thank you for your past support and to ask for your financial support for the 2008 celebration.

Your contribution will help in many ways. While we depend greatly on volunteer assistance, we do incur large expenses for marketing, rodeo arena upkeep, portable toilets / trash services and insurance, as well as sponsoring many major events. Also, many of the local non-profit organizations raise funds during the celebration that are given back to the Northfield Community.

As we prepare for this year's event, we ask you to consider a contribution to the 2008 celebration. You will find enclosed a description of the different contribution levels available. The final brochure, which will include the list of sponsors/contributors will go to print in early May. Please review these for the one that best fits you and return it to DJJD Committee, P.O. Box 23, Northfield, MN 55057, prior to April 15, 2008.

If you have any questions, please feel free to call or email and I will respond as quickly as possible. On behalf of the Committee, community and the thousands of visitors that take part in the celebration each year, THANK YOU for making the DJJD celebration a huge success.

WE CAN NOT DO IT WITHOUT YOU!

Sincerely,



Brad Ness

2008 General Chair

Defeat of Jesse James Days Celebration

(612) 232-1190

brad@priorlakeinsurance.com

Please select one of the following sponsorship levels and return this form with your contribution or drop us a note with your contribution intentions to:

DJJD Committee
P.O. Box 23
Northfield, MN 55057

The final brochure goes to print in early May. To ensure your business is listed, please return this form prior to April 15, 2008.

_____ **\$1,500.00+ "MAJOR SPONSOR"**

- Listed as a "Major Sponsor" in the final Celebration Brochure (over 30,000 printed)
- Your Company Banner or Unit in the Grand Parade
- Listed as a "Major Sponsor" on DJJD Posters (hundreds printed)
- Your Company banner will appear at all Rodeo performances
- Your Company banner will appear on our WEB Site (www.djgd.org):
 1. Internet Link, Logo and Name included on Celebration Web Site Sponsor's page
 2. Internet Link, Logo and Name included on Celebration Web Site Links Page
 3. Brief Description of Product included on Celebration Web Site Sponsor's Product Page

_____ **\$1,000.00 - \$1,499.99 "CELEBRATION SPONSOR"**

- Listed as a "Celebration Sponsor" in the final brochure (Over 30,000 printed)
- Your Company Banner or Unit in the Grand Parade
- Listed as a "Celebration Sponsor" on DJJD Posters (hundreds printed)
- Your Company will appear on our WEB Site (www.djgd.org):
 1. Internet Link, Logo and Name included on Celebration Web Site Sponsor's page

_____ **\$500.00 - \$999.99 "SPONSOR"**

- Listed as a "Sponsor" in the final brochure (Over 30,000 printed)
- Your Company Banner in the Grand Parade
- Your Company will appear on our WEB Site (www.djgd.org):
 1. Internet Link, Logo and Name included on Celebration Web Site Sponsor's page

_____ **\$300.00 - \$499.99 "CONTRIBUTOR"**

- Listed as a "Contributor" in the final brochure (over 30,000 printed)

_____ **OTHER** - we are unable to give the above amounts, but please accept our donation in the amount of \$_____.

Your Company Name: _____

Contact Name: _____

Address: _____

Check Enclosed: _____

Please bill me: _____

(payment must be made by 4/15/08)