



Announcing...10th annual Spirit & Soul Festival: Salute to Soul

Board of Directors

Xavier Abrams
Chair

Billy Ward
Vice-Chair

Tami Steelman Gonzales
Treasurer

Charlene Smith
Secretary

Cynthia Haden
Grayling Harris
Michael K. Martin
Robert Rogers
Yvette Williams-Barr

Amanda Elliott
Executive Director

Advisory Board Members
Jerrold Hatchett
James Goins
Michael Davenport

Emeritus Board Member
Arnold Kasendorf
Past Chair

July 1, 2018

Dear Community Partner,

Celebrate Downtown 2018 is in full swing and we are having a blast creating opportunities for everyone who lives, works, and visits Richmond to come Downtown!

The annual **Spirit & Soul Festival**—our grand finale for Celebrate Downtown—is just around the corner and we are planning something truly special: a *Salute to Soul* tribute lineup to commemorate the festival's 10th anniversary! You do not want to miss an afternoon filled with legendary performances, great food and beverages, shopping, and dancing on Macdonald Avenue.

Saturday, September 15 | 1pm – 5pm

Macdonald Avenue, from Harbour Way – 13th Street

1st Avenue Revue
Prince

Nicole But-tah Pearson
Aretha Franklin

Ray McCoy
Luther Vandross



And we invite you to **join the party by becoming a financial, in-kind, or advertising sponsor** of this event: a win-win partnership that will build maximum visibility and boost our mutual objectives. We proudly acknowledge our sponsors and would be *honored* to have your company as a supporter of Spirit & Soul Festival. Our sponsorship benefits packages deliver direct, comprehensive exposure, including far-reaching social media impact, traditional advertisement, booths, tickets, on-site promotion. Benefits can also be customized for your proprietary activities.

We cannot do this without YOU. For all that we've accomplished, and all that we are planning, we need your support to continue this vital work: revitalizing historic Downtown Richmond.

Send a message of caring and support for local arts, culture, and economic development and expand your company's presence in the community: join us in our *Salute to Soul* and **support Spirit & Soul Festival today!**

On the back of this sheet we've outlined 9 ways you can partner with us. We hope one of them speaks to you directly as a stakeholder in a healthy, vibrant, and revitalized Downtown Richmond!

Thank you for helping us celebrate the ***spirit and soul*** of Downtown Richmond!

Sincerely,

Amanda Elliott
Executive Director

Richmond Main Street Initiative, Inc. is a 501(c)(3) corporation

Tax ID#: 68-0481132 | CFC #: 76729

Donations may be tax deductible