



## SPONSORSHIP OPPORTUNITY

January 2024

To Whom It May Concern,

**Rochester Deaf Festival** invites you to become a sponsor for our biennial event, which will take place on Saturday, June 15, 2024 at Genesee Valley Park, Rochester, NY.

With the highest per capita population of Deaf and hard-of-hearing individuals in the United States, Rochester is rich in Deaf culture and history and is supported by highly respected institutions such as the National Technical Institute for the Deaf (at RIT), the Rochester School for the Deaf (for K-12 youth), and numerous recreation clubs, advocacy groups and other organizations.

**Rochester Deaf Festival** ties together all of these important facets of the Deaf community. It provides a vital space where Deaf and hearing people can gather to gain information about services available in the community, purchase items from deaf artists and other vendors, socialize, practice American Sign Language, and enjoy family activities in a welcoming environment.

Our efforts to serve Rochester's thriving Deaf community rely on the generosity of individuals and businesses like you. **Your support of the Rochester Deaf Festival will impact over 1,000 attendees, 100 vendors, and countless exposure through social media.**

We would like to invite your business or organization to be promoted at this exciting event. This year, our goal is \$10,000 in monetary donations, and your contribution will make a difference, regardless of the size. The funds will help defray the costs associated in hosting this festival (i.e. space and equipment rental, entertainment, hospitality, and other logistics).

Please see the attachment of the sponsorship package.

For any questions, please contact us at [rochesterdeaffestival@gmail.com](mailto:rochesterdeaffestival@gmail.com). We look forward to hearing from you!

With warm regards,

*Arlene H. Sankey*

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President