

Armenian Cultural and Educational Center

47 Nichols Avenue

Watertown, Massachusetts 02472

acec@acecwatertown.org | 617.926.6067

June 2011

Fellow Armenian American;

Last year, our community hosted the incredibly successful weekend festival **BOSTON KERMESSE: One Town - One Tent** with the support and encouragement of you and other like minded Armenian Americans. The event showcased the historical, cultural, artistic and culinary treasures of the Armenian community. Over 4,500 guests from the Greater Boston area and beyond participated in the two-day event which garnered media coverage in local and national outlets including *The Boston Globe*, *FOX25 News*, *The Boston Herald*, *CBS Boston*, *Watertown TAB* and *the Armenian Weekly*.

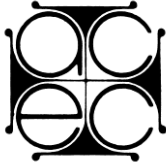
Your second **Boston Kermesse**, to be held from **Friday, September 9 to Sunday, September 11 2011**, will feature a cultural theme around the provinces of Ancient Armenia, ancestral homes of many of us; will provide all Armenian organizations in the town with an opportunity to engage the community at large; and of course will showcase the diversity of our entertainment and culinary heritage. Entertainment for children of all ages will be offered along with ample culinary offerings reflecting the presence of Armenian life in many corners of the world. As for entertainment, **Tata Simonyan, the Element Band, the Aravod Ensemble featuring Mal Barsamian, Arev Armenian Folk Ensemble, Steve Tashjian with Classic Groove, Ashot Logian and Hayasa Band, Karen Kocharyan Quartet featuring Jerry Bergonzi and the Yerevan Band** will provide lively entertainment during the course of the festival.

This family oriented festival is being organized by the ACEC to help sustain the cultural and educational endeavors of the Center. The Center's financial well being is of critical importance, as it supports the activities of the ARS, AYF, Hamazkayin, Homenetmen, and St. Stephen's Day, Saturday and Sunday Schools. Given that the Center is our home, we are writing to you to help us support this worthy endeavor to bring a fun and exciting event to our town and also to help defray the costs associated with running and maintaining the Center. To that end, we are hoping that you'll partner with us by sponsoring a space in our ad book, where more than 3500 copies will be printed and distributed throughout the festival.

Enclosed please find a sponsorship card and envelope for your convenience. Please do not hesitate to contact us should you have any comments or require additional information. The ACEC is a 501 c 3 non-profit organization and will be happy to provide you with donation receipts for tax purposes.

Sincerely,
Kermesse Steering Committee





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Ad book Sponsorship Form

Name: _____

Address: _____

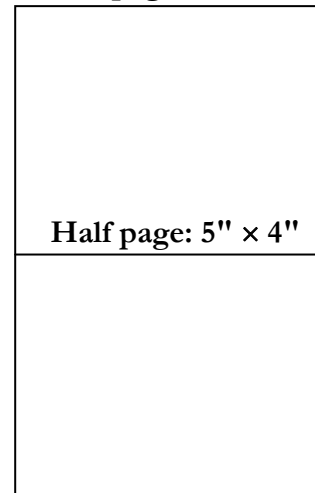
City: _____ State: _____ Zip Code: _____

Email: _____ Phone: _____

1- Sponsorship Level

- Front Cover\$2,500
- Back Cover\$1,500
- Inside Front Cover\$750
- Inside Back Cover\$500
- Gold Page\$1,000
- Silver Page\$500
- Full Page\$250
- Half Page\$125

Full page: 5" x 8"



Half page: 5" x 4"

2- Sponsorship facilitated by: _____

3- Please attach your message or your business card to this form. For electronic artwork submission, please send your text or image (minimum 250 dpi) to: ads@boston-kermesse.org.

4- Please make your check payable to **Boston Kermesse 2011** (memo: Ad book) and return it with this form and your hard copy sponsorship message (or online artwork submission via email) **no later than August 26, 2011 to:**

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Boston Kermesse 2011 - Ad book
47 Nichols Avenue
Watertown, MA 02472

We greatly appreciate your support and vision.

