



ROTARY CLUB OF WESTON & WAYLAND

470 Boston Post Road
WESTON, MASSACHUSETTS 02493
781-899-2702 x142 or x 107



Dear Friend,

I hope this letter finds you well and enjoying our hard earned summer!

We are getting ready for our **22nd Annual Weston Antique and Classic Car Show** fundraiser, Saturday, September 24, 2016. I ask you to join us and support this great event with a premium sponsorship. I have attached the sponsorship forms for your review.

The key reasons you should be supporting the Weston Antique and Classic Car show are:

- 1) This is our 22nd Show. It will be a big celebration of all things cars! More important, it has become an annual gathering of friends and residents from Weston and neighboring towns!
- 2) Over 2500 people attend each year most from Weston and surrounding affluent towns. You will get lots of eyes on your product or service.
- 3) Weston has one of the highest median incomes in the country in excess of \$230,000+ per household.
- 4) Weston has one of the highest disposable incomes in the country.
- 5) Weston is home to many of the "Captains of Industry, Sports, Entertainment." A very good market for almost anything from investments to high end automobiles to retails products.
- 6) This is a town wide event that takes place on the same day as the Weston Golden Ball Tavern Antique Show, an event that draws high end antique collectors from around the eastern US. Many come to attend both our Weston Antique and Classic Car Show and the Golden Ball Antique Show.
- 7) The direct mail piece (with your logo) will go to every home in Weston!

As you can see there are many great reasons. But the biggest reason to sponsor is that all net proceeds go to fund Rotary Scholarships. Last year we presented 7 scholarships to young women and men going off to college from Weston and Wayland. These are all great people and future leaders!

Please let me know what level you can join us at and forward us updated black and white logos and we will add you as one of our best supporters! Thank you!

Thank you,

Richard A. DeVito, Sr. & Richard A. DeVito, Jr.,

Show Co-chairs