



May 4, 2012

Dear Kingfield Restaurant Owner,

The Kingfield Neighborhood Association (KFNA), as your most 100% local non-profit, really appreciates how hard you work to serve our residents in Kingfield. We care about this neighborhood and we work to serve the very same population that you do. Your job is to provide goods or services, and ours is to address issues and build community, including building connections with businesses such as yours. Since KFNA is a nonprofit, we invest every dollar we raise in our neighborhood in projects and direct service to the community. We hope you recognize the work we do as vital in making Kingfield Neighborhood remain strong and connected.

In an effort to allow us all to continue what we each do best, KFNA has restructured its 2012 Business Sponsorship Program. This year we ask for just one thing from you to be listed as a KFNA Business Sponsor, your restaurant's involvement in Eating for Art, this year on September 20, 2012. This will allow you to help KFNA by doing what you do best—*prepare great food!*—and get you the acknowledgment from KFNA all year long for your talents and generosity.



To be recognized as a **2012 KFNA Business Sponsor**, we ask for your restaurant to:

- Participate in **Eating for Art on Thursday September 20** at your own restaurant. This 5<sup>th</sup> annual event has increased sales at participating eateries by an average of 25% for the day. You designate between 30-15% of your days sales to KFNA; we use the funds for public art projects which build neighborhood identity and increase community interaction. This year, as was the case last year also, all the money will go towards public artwork along Nicollet Avenue to enhance the renovation of the public right-of-way occurring in 2013.
- We also kindly request for you to leave your door open to us for additional small requests during the year, in case of food or beverage needs for special meetings or events. We really try to keep these additional requests to a minimum, and always understand if you need to say “no”.

So...what do you receive in exchange for your support? As **2012 KFNA Business Sponsors you receive:**

- A permanent link on homepage of the KFNA website [www.kingfield.org](http://www.kingfield.org) to your business; our website typically gets 150 hits per day--and often 300 on Tuesdays when our weekly e-mail notice! This is 100% increase since last year.
- Posting privileges on the KFNA website/e-notice for special events at your business; posts should be sent to [sarah@kingfield.org](mailto:sarah@kingfield.org).
- Your business listed in the 2012 issues of the Kingfield News June and September, as well as the January 2013 edition, which has a printed distribution of 3800 copies, mailed to every home and property owner in Kingfield.

<p>Please return the Business Sponsorship Contract (attached) by  <b>May 18</b>  to <a href="mailto:sarah@kingfield.org">sarah@kingfield.org</a> OR  KFNA, 3754 Pleasant Avenue S. #101,  Minneapolis, MN 55409.</p>	<p>If KFNA does NOT  have your business logo, please e-mail a jpeg of  it by <b>May 18</b> to: <a href="mailto:sarah@kingfield.org">sarah@kingfield.org</a></p>
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Thank you for considering this opportunity. As always, feel free to contact me with any questions or concerns.

Sarah Linnes-Robinson, KFNA Executive Director