

September 2, 2019



Dear Leif Erikson Day Supporters-

Preparation for the 27th annual Leif Erikson Fall Festival is underway. The dates are October 11, 12, and 13, 2019.

As always, the goal of Leif Erikson days is to bring focus to our community and all Norway Area Businesses. We want every business, organization and place of worship to be involved and take advantage of all the people and attention this festival brings to our area.

Some of the highlights of this year's fest will be a children's parade 1:45pm , official Leif Erikson parade at 2 pm on Saturday, "Taste of Norway" food area by the band shell stage, a fine art, craft and woodworking sale, a farmers market, a children's area with a booth for children to create their own Viking costume, slides and horse rides, Leif's Run, authentic Viking reenactments, Miss Norway Competition, wagon rides, free concert at 12pm on Saturday, Viking Dinner and Viking funeral parade around Strawberry Lake Saturday night, an art show at the museum, and much more!

Without the support of area business and organizations an event of this size would be impossible. We are asking for your sponsorship . All donations will help defray the cost of organizing and hosting the event, advertising and publicity.

If you'd like to sponsor something specific, here are some of the options (items can be split among 2 donors):

- \$1,000 Viking dinner
- \$1,000 Norton and Chartier concert
- \$800 Viking Re-enactors and their housing
- \$750 Kind of Blues concert
- \$500 Slides and Bounce house
- \$500 Leif's Run
- \$450 Wagon rides down Main Street
- \$250 Blacksmithing demonstration
- \$250 Corn stalks around town
- \$100 fabric and cardboard circles for children's costumes craft

Sponsors will be recognized in much of the Leif Erickson festival advertising, such as posters, brochures, and print ads. Please send all funds earmarked "Leif Erikson Day" to:

City of Norway  
Attn: Mary Pollard  
PO Box 99  
Norway, MI 49870

We would also ask that you participate in the Leif Erikson Main Street Parade at 2pm on Saturday, October 12<sup>th</sup>. Please contact Nancy Sundstrom at (630) 215-3524 to be involved. It's a great way to market your business by having a vehicle or float in the parade and show your community spirit!

Thank you for your consideration in supporting this wonderful event. Please contact me with any questions.

Barb Thorne, Leif Erikson Committee  
906-282-4426