



August 24, 2007
Christmas Parade Committee
Bob Lera Chairman

Dear Chamber Members,

As we approach the fall, it is not too early to once again start thinking Christmas. What would Christmas in Lexington be without our wonderful parade to start the season?

The parade theme this year is "Jingle Bell Rock" in honor of Rockbridge County and will take place on December 1, at 5:30 pm. Application forms are going out soon and we anticipate the same wonderful response that we have had in the past.

It would not be possible to present our parade without the support of our Chamber members working side by side with the community. At this time, we request your sponsorship. We are asking our members for a \$50.00 donation to help defray some of the expense of this heart-warming holiday tradition. Last year, sponsorships covered about 2/3 of the total cost with the Chamber making up the difference.

As a sponsor your business will be listed in print advertising as well as announced from the viewing stand during the parade. In addition, all sponsors are invited to view the parade from the balcony of the Robert E. Lee Hotel and take part in the reception in the ballroom that starts at 5:00 pm

As always we appreciate, and are looking forward to, your support.

Yours truly,

Bob Lera