



Hamline Midway Coalition

DISTRICT 11 COMMUNITY COUNCIL

1558 W. MINNEHAHA AVE, ST. PAUL, MN 55104 • 651.494.7682 • www.hamlinemidway.org

January 10, 2012

Dear Neighbor:

Hamline Midway Coalition is proud to announce the return of our annual community festival. The Hamline Midway Heartwood Festival (formerly Spring Festival) is a free, family-friendly event showcasing artists, local businesses, community resources, and civic engagement opportunities in and around the Hamline Midway neighborhood. This year, the festival will bring together environmental sustainability and art themes and will include a Local Business Fair and Green Home Improvement Expo.

We invite you to participate in the event as a sponsor and/or exhibitor. Organized by Hamline Midway Coalition, the event has grown into a popular neighborhood event for residents of the Hamline Midway area and beyond. Participating in the festival is a great way to market your business, attract new customers, and demonstrate your commitment to St. Paul neighborhoods.

Event: 2012 Hamline Midway Heartwood Festival
Date: Saturday, June 2, 2012
Time: 11am-6pm
Location: Newell Park, 900 N. Fairview Ave, St. Paul

The Hamline Midway Heartwood Festival offers you the opportunity to:

- Support your local community and build goodwill among potential customers.
- Get face-to-face contact with your customers to explain your products and services.
- Participate in an event with marketing reach of over 65,000 residents of the Greater Midway area through community newspaper articles, flyering, and feature news stories.

Enclosed you will find a more detailed event overview and a festival registration form. To become a sponsor, purchase program advertising space, reserve your booth, or donate to the silent auction, simply fill out the registration form and send it back with payment to Hamline Midway Coalition, 1558 W. Minnehaha Ave, St. Paul, MN 55104.

Please notice that there are exhibitor discounts for nonprofits, government agencies, and St. Paul Ward 4 businesses and nonprofits. **Additionally, returning your registration form with payment by Friday, March 2, 2012 qualifies you for the 10% Early Bird Discount.**

I look forward to talking with you about your booth at the 2012 Hamline Midway Heartwood Festival. Your investment adds to your exposure and supports our goal of making the Hamline Midway neighborhood a better place to live, learn, work, and play. Please email faith@hamlinemidway.org or call 651-494-7683 for more information.

Sincerely,

Faith Krogstad
Community Organizer

Enc: Event Overview, Festival Registration Form