



October 1, 2016

Dear Community Partner:

We would like to invite you participate in and support the 1st Annual Lights of Love Event in Charlevoix, with all the proceeds benefiting Hospice of Northwest Michigan. This event centers around the 5:15p lighting of the Christmas Tree that will be located down in East Park from December 1 through January 2. After a short dedication and caroling, the community is then invited to support the restaurants, bars and businesses that have chosen to support the event and to continue the celebration while giving back to Hospice of Northwest Michigan.

We invite the community to sponsor a light or purchase an ornament to decorate the tree in memory or in honor of loved ones for the holiday. We further invite them to remain in town or come to town to also support the participating restaurants, bars and businesses that are collaborating on the event. Ornaments can be picked up at the Hospice office after January 2 until January 31st.

The event is Saturday, December 3, 2016 at 5p in East Park and throughout the City of Charlevoix during the day. We have partnered with the Charlevoix Chamber of Commerce and their Merchant Open House to encourage the residents and visitors in Charlevoix to stay in town or visit throughout the afternoon and evening. The City of Charlevoix, Charlevoix Main Street and the Downtown Development Authority are also promoting and supporting this event. Each of the participating restaurants, bars and businesses will be featured in all of the marketing and publicity of the event by all of these collaborating organizations.

We are asking you, the community partner, to support, participate, sponsor and/or donate and there are a variety of ways to do that. The options are:

- Be an event sponsor for a minimum \$100 donation.
- Commit the proceeds of your own "Lights of Love" cocktail (we will even supply the "Flashing Ice Cube Lights") to go to Hospice of Northwest Michigan for the day of the event only.
- Commit the proceeds of your own "Lights of Love" Appetizer, Entrée or Desert, or even a Chef's Choice Menu to go to Hospice of Northwest Michigan for that Saturday.
- Commit to selling "Lights of Love" Lights/Ornament the day of the event only. Forms & ornaments for this will be provided.
- Commit to selling and promoting a 10%, 20% or higher percentage of your sales the day of the event to go to Hospice of Northwest Michigan.

Your location will be identified as a participating sponsor with a sign at your location for easy identification.

Hospice of Northwest Michigan is the uniquely specialized and locally based and staffed nonprofit hospice that focuses on making life moments happen in the communities where they live, while providing care to their friends, families and neighbors during and following life limiting illness. Support of our organization ensures that our community knows and understands that they have a Choice in hospice care, even when choice is not offered. Hospice of Northwest Michigan is a nonprofit with a 501(c) 3 designation by the IRS. Federal law requires us to notify you that Hospice of Northwest Michigan provides no goods or services to you in exchange for your gift. A donation receipt will be mailed to you upon receipt of your commitment form.

As soon as you have selected how you would like to be a part of this unique event, please complete & return the commitment form or contact me directly at 231-547-7659 or a.wieland@nwhealth.org. Thank you for your consideration and we hope your dedication to this community, your generosity of talent and your recognition of our services as a valued choice drives your desire for participation this year.

Sincerely,

Amy Wieland, Executive Director
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