



The Alexandria Chapter of the American Red Cross presents the 27<sup>th</sup> Annual Alexandria Red Cross Waterfront Festival on June 14-15, 2008, along the Historic Old Town Alexandria Waterfront.

Every year the Alexandria Chapter of the American Red Cross hosts one of the largest events in the metropolitan area, as well as the single largest local American Red Cross fundraiser in the United States, drawing approximately 30,000-40,000 patrons. Like all chapters, the Alexandria Chapter of the American Red Cross depends on support from the local community to accomplish its mission of helping people prevent, prepare for and respond to emergencies such as house fires, floods, and other disasters.

We invite you to join us for the largest Red Cross fundraiser in the nation. In addition to supporting the community and the Alexandria Red Cross, your participation in this event will be beneficial to you and your organization. By participating, your organization will be:

- Exhibiting to thousands (average of 30,000-40,000 patrons) throughout the weekend;
- Placed along the busy footpath in the prime location (larger exhibits may require an alternative location);
- Mentioned in our Waterfront Festival website and the *Washington Post* Festival Program, distributed to northern Virginia home delivery and to patrons at the festival.

Enclosed please find the exhibitor applications and details regarding the event. **Applications are now being accepted.**

**PRICE & DETAILS:**

- Exhibit space fee is \$2,250 per 10' x 10' space. (There is a discount for non-profit organizations.)
  - Price includes:
    - 10' x 10' space with tent
    - 2 six foot long tables
    - 4 chairs
    - Up to 24 staff/volunteer passes for weekend
    - 1 parking pass per exhibitor
- More than one space may be rented.

Space is limited due to high attendance and strong demand for exhibit space. Priority will be given to those who have exhibited in the past if applications with full payment are received by March 1, 2008. Approval of additional applications will be on a first-come, first-served basis.

Again, there is limited space so get your applications in early. Don't let another incredible opportunity to reach an entire community in one weekend pass you by!

Thank you in advance for your consideration and interest in supporting the 27<sup>th</sup> Annual Alexandria Red Cross Waterfront Festival. If you have any questions or require additional information, please contact Sharon Grant, Director of Festival Operations, at (703) 549-8300.

Hope to see you there!

Sincerely,

Leah Mercado  
Chairman, Corporate Exhibits