



February 20, 2018

Dear Potential Sponsor,

One of the tools Laurel Main Street uses to move us towards our vision of a vibrant and sustainable Downtown Laurel is beautification. The fifth annual **Touch A Truck** is just around the corner. In years past, we have made Laurel more welcoming with direction signage, murals, paint, plants and lighting. Our growth is so rapid, it's time to turn our attention to improving streetscapes for walking and back to our façade grant fund for re-granting to businesses.

Touch a Truck provides a unique opportunity for children to explore vehicles of all types - public service, emergency, utility, construction, transportation, recreational, delivery and "cool" trucks - in one place. Personnel teach the children about the equipment displayed and how these machines and people help us and serve the Laurel /Pine Belt area.

Your support will help us continue to show our love for Laurel's downtown. Sponsorships allow us to produce high quality events and the ability to promote these events to a wide audience. We've seen attendance improve every year and know this is one families look forward to. Information is enclosed for sponsorship as well as exhibiting. More information can be found on our website under events at www.laurelmainstreet.com.

Sincerely,

Judi Holifield, Executive Director

2018 Laurel Main Street Board of Directors

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