



February 19, 2019

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 sixth 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.

We plan to keep improving streetscapes for walking and funding façade grants. We are also adding streets to light downtown with our crisscross lighting. Fun parks and greenspaces as well as improved alleyways make downtowns a destination for everyone. There are two park projects that will directly benefit from this year's event success. Leontyne Price Musical Park on Central Avenue and the proposed Radio Park at Slowboat Brewing Company. The purchase of a trolley car is also in the works! We continue to partner will private entities, Leadership Jones County groups and the city to make these projects reality.

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 especially look forward to. Information is enclosed for sponsorship as well as exhibiting. More information can be found on our website under events/Touch A Truck.

Sincerely,

Judi Holifield, Executive Director