



May 10, 2013

Sylvia Allen
89 Middletown Road
Holmdel, NJ 07733

Dear Sylvia:

I am sending you a very belated thank you for the terrific work you did for us last month. Both your sponsor summit and sponsorship audit exceeded our expectations, and we could not be happier. Let me comment briefly on both the summit and the audit.

One word describes the summit: success. The interaction among our sponsors was wonderful, especially during your "speed sponsorship" time slot. We have had nothing but positive feedback from our sponsors, and based on that we need to consider doing this annually. Your presentation style truly made it easy for everyone to participate, and I think that will help us develop a stronger bond with our sponsors, which will lead to a better festival/sponsor relationship. This is the take away we wanted from the summit, and you made that happen.

What you did with Austin to develop the sponsorship audit will only help us in the future. The valuation recap you helped us prepare has been a big hit with our sponsors. The training you did for Austin has already proved beneficial, and the work Austin is doing with our sponsors demonstrates that. You gave us a new way of evaluating our sponsorships and that will be a big help to us as we plan for future festivals. I think we have for the first time a solid understanding of what benefits we provide our sponsors, and this will enable us to prepare future sponsorship options with a much greater level of confidence. Thanks to you we have some solid data to develop these proposals.

Sylvia, we could not have asked for a better outcome from your brief time with us. Thanks for all you did. You have made us a much stronger festival.

Best wishes,

Rick Jerue
Interim Director
BB&T Charleston Wine + Food Festival