

February 15, 2009

Re: Partnership 31st Annual Harmony Festival, June 12-14, 2009

Dear Prospective Business Partner:

Greetings. Please find enclosed your invitation to participate in the **31st Annual Harmony Festival, June 12-14, 2009 at the Sonoma County Fairgrounds in Santa Rosa, CA.**

Building on our four decade long commitment to green and sustainable business values, Harmony Festival '08 attained a new level of success. We expanded on our unique **"progressive county fair" platform, incorporating into our event a diverse variety of "edutainment"** -- entertainment & educational programming that promotes the creative arts, sustainable business and healthy living. **The Festival reached capacity, selling out over 350 sponsor and exhibitor booths and saw a record-breaking attendance of over 35,000 people!** We are witnessing amazing growth in the sustainable "green" marketplace in the San Francisco bay area and beyond, a niche that the Harmony Festival helped to pioneer. The Sonoma County / North Bay region represents one of the most culturally progressive and affluent regions of the country and our core audience draws heavily from this trend setting LOHAS demographic (Lifestyle of Health & Sustainability).

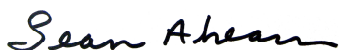
The Harmony Festival attracts dozens of leading edge sponsors and over 350 vendors from a diverse cross-section of the green and sustainable business marketplace: **organic food and beverages, natural & alternative health products, green tech & renewable energy, eco-conscious clothing and fair trade consumer goods.** As one of the largest and best-known consumer events in the region, we undertake an extensive and well-received PR & Marketing campaign. Partnering with The Harmony Festival represents a unique opportunity for your organization to reach a highly sought after demographic and to actively engage in the socially positive transformation of our planet.

Recent Festival Sponsors include: Organic Valley, Clear Edge Power, Verizon, Comcast, Honest Tea, Clif Bar, Odwalla, Honda, Toyota, Albertson's Markets, New Belgium Brewery and many more!

Recent Performers & Speakers include: Damian Marley, Danny Glover, George Clinton & P-Funk, Erykah Badu, Brian Wilson, Bob Weir & Ratdog, The Mickey Hart Band, Daryl Hannah, Michael Franti & Spearhead, Rickie Lee Jones, Arrested Development, Robert F Kennedy Jr., Ralph Nader, Amy Goodman, Jackie Greene, Angeliq Kidjo, Taj Mahal, Ozomatli, Jefferson Starship and The Roots.

We are actively cultivating new business partnerships to take advantage of our festival's growth and the increased awareness of our mission and core values within the mainstream marketplace. We are very interested in partnering with companies that share our business values and can bring their own unique brand of "edutainment" to our festival! Please find enclosed a sponsorship overview for Harmony Festival '09. I look forward to speaking with you in greater detail about your potential involvement with our event.

I Sincerely,



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