



June, 2016

Dear Northborough Business Owner;

The Northborough Applefest Committee is organizing their 26th Annual Applefest Weekend, a celebration of our town's rich agriculture and community history. As a part of our fundraising efforts to support Applefest Weekend, we are publishing the "Official Applefest Guide". This is an excellent advertising opportunity for your business, as our guide will be distributed throughout the community and available to the thousands of attendees on Applefest Weekend. The guide will include Applefest Weekend scheduled of events, featured articles and photographs, and advertisements from local business and civic organizations.

We are inviting you as a local business to take advantage of this great advertising opportunity and advertise in our "Official Applefest Guide". Over 8000 copies will be distributed throughout Northborough and our surrounding communities. We hope we can count on your support.

The costs for advertising are as follows:

_____	Full Page	\$700
_____	1/2 Page Ad	\$400
_____	1/4 Page Ad	\$250
_____	Business Card	\$150

If you would like to advertise, attach a copy of your ad, along with this letter indicating the size of your ad and your check made payable to Applefest Inc. Please mail the check to P.O. Box 216, Northborough, MA 01532.

The deadline for all advertisements is July 15, 2016

Our Applefest weekend draws thousands of attendees. We will host a variety of events that include the Junior Women's Club Apple Pie Café, Corridor Nine 5K Road Race, Boy Scout Pancake Breakfast, Friends of the Library Book Sale, Girl Scout Family Dinner and PTO Kids Event, Applefest Classic Car Show, Rotary Club Street Fair, Northborough Garden Club Art in Bloom, Historical Society Ice Cream Social, Senior Center Apple Dessert Bake-Off, Applefest Saturday Night Barbeque and Fireworks, Taste of Northborough, American Legion Chicken Barbeque, and Applefest Friday Night Gala Event.

Please support our Applefest weekend by advertising in the "Official Applefest Guide". If you have any questions, please call 508-393-1355 or email me at michelle@michellegillespie.com.

Sincerely,

Michelle Gillespie

Michelle Gillespie - Applefest Chairman

Applefest Committee Members: Pat Griffin, Joan Maddox, Cheryl Scali, Carol Harrington and Laura Ziton.