



April – August 2010

Dear Prospective Sponsor -

The Alum Rock Village Business Association (ARVBA) in Partnership with the San Jose Redevelopment Agency invites you to participate in our **Third Annual "San Jose Salsa Festival"** on August 21, 2010.

Last year's event drew over 10,000 people to our festival and we expect an increase for this year's 2010 event. We have a really exciting day of festivities planned, including:

- **Musical Entertainment by some of the Bay Area's Best Salsa Bands**
- **Food/Cultural/Vendor/Informational Booths**
- **Special Children's Program & Activities**
- **Best Salsa Tasting Contest**
- **Best Amateur Salsa Dancing Contest**
- **And Much Much More!**

ARVBA continues to show our ongoing support for the community by donating a portion of the proceeds to this year's 2010 beneficiary – the **Youth Science Institute, 3151 Alum Rock Ave, San Jose, CA 95127.**

We are excited to bring this event to the Alum Rock Community for the third year! We welcome your support to make this a reality. We are a non-profit organization – **TAX ID# 20-5147118.**

Thank you in advance for your consideration! If you have any questions please contact Judy Thompson, ARVBA Secretary (408) 272-7008 or JudyET@earthlink.net.

Best Regards,

Frank Cortez, ARVBA President
www.arvba.org