



July 7, 2009

Dear Sponsor,

On September 11, 2010, the Lehigh Valley Homebrewers – a local group of dedicated homebrewers and beer lovers – will be hosting Malt Madness, the Lehigh Valley's 4th annual AHA/BJCP-sanctioned homebrew competition. Malt Madness will be held at Allentown Brew Works in Allentown, Pennsylvania.

As a non-profit club, we are looking for sponsors to donate prizes for the winners of this competition. We are contacting many local businesses and asking them to sponsor at least one beer category in our competition. Specifically, we are asking our sponsors to donate prizes for the 1st, 2nd and 3rd place winners of a category in amounts equivalent to \$50.00, \$25.00 and \$10.00, respectively. The prizes donated could be a gift certificate or actual prizes valued at the above amounts. However, any prize in any amount would be greatly appreciated.

In exchange for your participation, your company will be prominently listed on the club's competition home page (www.lehighvalleyhomebrewers.org) until next year's competition. In addition, a list of the sponsors will be provided to all of the competition's judges and stewards and every single entrant. Therefore, we believe that this is a fantastic and inexpensive marketing opportunity to reach the exact types of consumers that would frequent your business.

We also invite you to join us at the Allentown Brew Works at approximately 4:30 pm for the announcement of the competition winners.

Thank you sincerely for your support.
Yours Truly,

Malt Madness, Competition Organizers

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A club dedicated to enlightening the masses, educating the uninitiated and advancing the skills of brewers across the valley.