



February 7, 2011

Hello,

We cordially invite you to become a sponsor of the West Alameda Business Association's (WABA) 2011 "**Concerts at Crab Cove**" series and/or the "**Webster Street JAM**".

Enclosed please find our WABA brochure, which tells you about our business association and Webster Street. Our calendar of events for 2011 is also included.

Crab Cove – 2011 will be our thirteenth year of offering free concerts at Crab Cove. In partnership with the East Bay Regional Park District, we produce three concerts. We begin on **June 10** with **Johnny Vegas**, terrific 60's, 70's and 80's music. **July 8**, we feature the return of **Foreverland**, the Michael Jackson tribute band that had the Cove filled with dancers. On **August 12** we will feature **Who Too**, a Who tribute band, so be ready for rock and roll music that has attendees up and dancing alfresco. The Crab Cove Visitor Center will be open and offer special activities. Along with delicious food, great wine and beer, the concerts are always energy charged, fun events.

Webster Street JAM – 2011 is our tenth year of presenting the Webster Street JAM. This is our two-day, weekend street festival devoted to bringing the community together for "International Food, Music, Wine and Art in the Heart of Historic West Alameda". **The dates are Saturday & Sunday, September 10 and 11th.**

We offer great food, terrific music on two stages, unique artisans, delicious wine and beer infused with the spirit of our neighborhood. We feature local businesses and promote businesses and vendors who are offering ecologically friendly goods and services.

Our 2011 events promise to be better than ever. We would love to have you participate with us this year.

How To Sponsor

Please review the 2011 Sponsorship Package, look at the Sponsorship Opportunities pages and the Sponsorship Agreement page for detailed information.

As a sponsor you receive targeted exposure of your products and services to a positive audience in a neighborhood setting, which helps build strong business and community bonds. Each year over 70,000 Alameda residents, and thousands more throughout the Bay Area, trust us to present high-quality events showcasing performers, artisans, and purveyors of fine food and beverages.

There are numerous ways you can be involved:

- Sponsor both the Jam and Cove concerts
- Sponsor the Jam or the Cove
- Design your own sponsorship package by talking with us about what you can do

We can help you select the sponsorship that works best for you. Please call me anytime at (510) 523-5955.

From everyone at WABA, thank you in advance for your partnership.

Sincerely,

Judi Friedman
Director of Operations

Enclosures