

March 21, 2005

Name
Address

Dear _____:

Please find attached information regarding sponsorship and partnership opportunities for the 2005 Potomac River Sojourn, coordinated by the Alliance for the Chesapeake Bay and the Interstate Commission on the Potomac River Basin (ICPRB). The Sojourn is slated to make the voyage from Shepherdstown, WV to Swain's Lock, MD from July 8-16. By partnering with the Alliance and ICPRB, _____ and its employees will be contributing to the preservation and restoration of the Chesapeake Bay and its tributaries.

The Potomac River Sojourn is a great event that fosters stewardship and appreciation of the river and catalyzes environmental improvements and restoration. It celebrates the people, communities, and businesses that interface with the river. The Sojourn is also a very visible event, attracting a high degree of public interest and media attention. It's not every day that you see over a hundred paddlers making their way downriver.

It would be great to work with _____ on the Potomac River Sojourn – now in its 4th year. This year, we will likely be showcasing the Potomac Heritage National Scenic Trail, a program of the National Park Service. The Potomac River Sojourn will also be publicized along with many other river events occurring throughout the spring and summer under the canvas of "Potomac experiences," reaching a greater number of audiences. We hope you will be part of it.

Please review our packet and contact me if you have any questions. I can be reached at xxxxx or via e-mail at xxxx. You may also contact Mr. Steve Saari with ICPRB at xxxx or xxxxx. I look forward to your response.

Sincerely,

Jamie Alberti
Sojourn Coordinator