

# Festival Event Proposal Letter

**Samantha Green**

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**Mr. Robert Thompson**

Director of Community Relations

Riverdale City Council

202 Civic Center

Riverdale, CA 90210

Dear Mr. Thompson,

**Subject: Proposal for "Spring Cultural Festival"**

I hope this letter finds you well. I am writing to propose an event titled "Spring Cultural Festival" to be organized by the Harmony Cultural Association on April 20th, 2024. This festival aims to celebrate cultural diversity, promote community engagement, and provide an entertaining and educational experience for all attendees.

**Event Overview**

- **Event Name:** Spring Cultural Festival
- **Date:** April 20th, 2024
- **Time:** 10:00 AM to 6:00 PM
- **Venue:** Riverdale Community Park

- **Target Audience:** Community Members, Families, Students, General Public

## Objectives

1. Celebrate the diverse cultural traditions within our community.
2. Foster a sense of unity and inclusiveness among attendees.
3. Provide a platform for local artists and performers to showcase their talents.

## Key Activities

- **Cultural Performances:** Dance, music, and theater performances representing various cultures.
- **Art and Craft Exhibitions:** Displays of traditional and contemporary artworks and crafts.
- **Food Stalls:** A variety of food stalls offering cuisines from different cultures.
- **Workshops and Demonstrations:** Interactive sessions on traditional crafts, music, and dance.

## Benefits

The proposed event will offer numerous benefits, including:

- **For Attendees:** Enjoyment, learning opportunities, and cultural enrichment.
- **For Our Organization:** Strengthened community ties and enhanced reputation.
- **For the Community:** Increased cultural awareness and celebration of diversity.

## Budget and Resources

To ensure the success of this event, we request an estimated budget of \$25,000 to cover the following expenses:

- **Venue and Equipment:** \$10,000
- **Marketing and Promotion:** \$5,000
- **Catering:** \$4,000

- **Performers and Artists:** \$4,000
- **Miscellaneous:** \$2,000

We also seek support in the form of sponsorship, promotional assistance, and volunteers.

## **Conclusion**

We are confident that the "Spring Cultural Festival" will be a memorable and impactful event for the entire community. Your support and approval are crucial to bringing this vision to life. We look forward to the opportunity to discuss this proposal further and address any questions you may have.

Thank you for considering our proposal. We hope to receive a positive response and collaborate with you to make this event a success.

Warm regards,

**Samantha Green**

**Event Coordinator**

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