 

London Strawberry Festival

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LondonStrawberryFestival.com

740-857-1417

Hello,

The 35th annual London Strawberry Festival is very quickly approaching and the London Strawberry Festival Board and royalty are working hard to make the 2017 London Strawberry Festival better than ever!

During the festival, we bring visitors from all over Ohio to London. This provides local businesses with potential customers who may not be aware of the opportunities that London offers. Events and entertainment during the festival include free nightly music on the main stage, parade, COBRA Car Show, bike tours and a local pageant. We will be hosting some events outside of the annual festival dates. In 2016 we hosted a Halloween Car Show and will be hosting a Spring Car Show on April 22, 2017.

The London Strawberry Festival pageant selects outstanding young ladies each year. This year, our royalty have created 45 Cancer Care Packs for the Madison County Hospital and donated a pickup truck load of items to a church for a holiday giveaway. Past projects have included planting flowers and weeding the tree gardens, participating in the Relay for Life, collecting stuffed animals for first responders and sending holiday cards to US military. The royalty travel Ohio and occasionally into neighboring states, promoting the Madison County Area, London, and the London Strawberry Festival. They attend numerous other festivals, events, pageants and luncheons. Finally, these young ladies are instrumental in the operations of the London Strawberry Festival. Our Queen hosts a luncheon at the London Elementary for over 300 visiting guests. Royalty are completely in charge of youth events during the festival and play a major role in the operation of the Shortcake tent. These young ladies are available for various speaking engagements, public appearances and ribbon cuttings. Upon completion of their reign, each girl is awarded a monetary scholarship.

We are asking for your assistance and support for the 2017 festival which will be June 22-24. As with any type of festival or fair, volunteers and sponsors help drive the event from the Queen’s program to stage entertainment to the other events that take place during the festival. The London Strawberry Festival has a 501c4 designation. Please include us in your plans. It will be great for the festival and show everyone that you are committed to and involved in our great community.

There are many ways you may support the London Strawberry Festival.

* **Volunteers** are the backbone of the London Strawberry Festival. The event is organized entirely by local volunteers. You and/or your business may participate by volunteering as little as an hour or two in the shortcake tent, information booth or beer tent. Businesses and organizations that are willing to volunteer for a 2 hour shift are encouraged to wear their organization’s shirts. Our board members are always willing to sign volunteer hour forms students and adults. We are pre-approved by some of our county schools for high school volunteer hours. There are many other volunteer opportunities throughout the festival that include set up, parade organization, contest activities, pageant, 5K, car show, motorcycle show and entertainment. Just contact us for details or go to our website volunteer sign up page.
* **Parade participation** shows your community spirit to everyone. We would love to have your organization involved. Feel free to walk, ride or decorate a float. Be creative! Awards are presented after the parade. There is no entry fee or pre-registration required.
* **Sponsors** play a very important role in our event. You may choose to sponsor an individual royalty title or event or make a donation to the general festival fund. Please take a look at the different sponsorship levels enclosed. You will notice there are different benefits for each sponsorship level. You sponsorships and donations make many of the wonderful activities and entertainment possible.
* The London Strawberry Festival **Program Book** helps us promote the London Strawberry Festival and give your business an opportunity for exposure throughout the local area. If you wish to be a part of our second annual book, simply complete the enclosed form, attach your ad design, and submit it to the festival with your payment. These books will be distributed throughout the county during the first weekend of June.

If you have any further questions, please, contact Holly at 740-857-1417 or at 614-668-2411 (non-school hours are best). You may also contact us at [London\_strawberry\_festival@hotmail.com](mailto:London_strawberry_festival@hotmail.com)

Sincerely,

Holly Stockham,

London Strawberry Festival

Queens’ Director