



Post Office Box 300
Akron, New York USA 14001-0300
Chartered 1989

September 10, 2017

Dear Business Leader:

The Akron-Newstead Rotary Club is hosting our 1st Annual Oktoberfest on Saturday, October 7th from 5 pm to 11 pm at The Gathering Barn at Akron Acres, Stage Road in Akron.

Proceeds from this event will benefit the Blessings in a Backpack program at the Akron Elementary School starting this fall. Here's why our club is sponsoring this program and asking for your support:

- **One in five American children face food insecurity.**
- During the school week, most of these children depend on the federal free and reduced meal program at school. Sometimes, the meals at school are the only ones they get.
- **In the Akron school district, the free & reduced meal percentage is almost 40%. We also know from our partnership with the district that there are families eligible for this program but do not sign up – potentially out of fear or embarrassment.**
- When school closes its doors on Friday, many of these children go home to empty cupboards and empty bellies for 65 hours until they return to school on Monday morning.
- **Who will feed them this weekend?**

We will – with your help.

Our initial funding will provide weekend meals for 50 children through the 2017-18 school year. But we know there is a larger need...and we need your support to meet it. The more funding we can obtain, the more children we can feed on the weekend.

Please consider supporting our event by purchasing a sponsorship for our Oktoberfest event (see attached). You can contact me at 716-481-4430 or via email at pmuck75@gmail.com to buy a sponsorship and/or learn more about the program. We also welcome the opportunity to talk to you about ongoing support for our Backpack program.

Thank you for your support of our effort to eliminate food insecurity in our community!

Paul Muck
Rotary Club of Akron-Newstead

Service Above Self



1st Annual Oktoberfest Celebration – Saturday October 7th Sponsorship Opportunities

Edelweiss - \$500

- 4 tickets to event
- Exclusive signage with logo
- Social media recognition
- Print ad recognition
- Event program recognition

Lederhosen - \$250

- 2 tickets to event
- Exclusive signage with logo
- Social media recognition
- Event program recognition

Apple Strudler - \$100

- Event program recognition
- Social media recognition

Harvest Moon - \$50

- Event program recognition



**ALL PROCEEDS BENEFIT THE BLESSINGS IN A BACKPACK
FOOD DISTRIBUTION PROGRAM AT AKRON SCHOOLS**

Please contact Paul Muck at 716-481-4430 or email at pmuck75@gmail.com to
take advantage of this opportunity!

Service Above Self