



PORTOLA RAILROAD DAYS ASSOCIATION
P.O. BOX 355
PORTOLA, CA 96122

**All aboard for the 28th Annual Portola Railroad Days
Celebrating Portola's rich history as a railroad town! August 18-21, 2011.**

May 23, 2011

Dear Community Supporter:

The Portola Railroad Days (PRRD) Committee is looking for raffle donations and small promotional items, as well as monetary sponsorships for this year's event.

- In celebration, PRRD, a non-profit event, will have a special fund-raising button-affle to help raise funds. This year marks the 100th anniversary of the first passenger train over the Western Pacific Railway through Portola. As one of our key fundraisers, we collect items from merchants and businesses as raffle prizes to generate button sales. We have been successfully selling buttons for 28 years, raising much-needed funds for the event.
- Secondly, we are collecting quantities (up to 400) of small items for gift bags for riders of a special excursion train from Emeryville to Portola. *The Feather River Express*, due to arrive on August 20, the date the first passenger train traveled up the Feather River Canyon through Portola, is expected to book all 400 seats well in advance of the event for the three-day excursion. Some passengers will travel on to Reno via a charter bus to spend the night. Others will stay in local lodging in and around Portola.
- Lastly, we are in need of monetary sponsorships for various activities during the four-day event. Some of these include: Golden Spike Parade, Show & Shine Car Show, Center Stage Music, Park Stage Entertainment, Children's Fishing Derby, Iron Horse Spike Driving Contest, Old Towne Art Show & Auction and more.

This is an excellent opportunity to promote your business. Large or small, your donations help generate brand awareness as well as revenue potential for your business. A larger than normal crowd is expected at Railroad Days this year, partially due to the special excursion train, as well as the added bonus of the PBS film crew who will be doing a documentary of the historical importance of the railroad, the Feather River Route, and Railroad Days.

We are aggressively promoting the event and its sponsors through various media channels and websites, including our own. You can visit us at www.PortolaRailroaddays.com. Please provide us with a JPG file of your logo (or something we can scan), and we will add you to our sponsor page.

Please join us in making this year's celebration our best ever!!!

Most Sincerely,

Donna Mills
Event Chairman