



### **Sand City West End Event Celebration Sponsorship Invitation**

**The City of Sand City invites you to become a sponsor of the 2023 West End Celebration. This is a wonderful opportunity for your business to support the arts in Monterey County while promoting your business at the same time.**

Last year's 21st Anniversary was a tremendous success and drew over 15,000 people over the weekend. Recognized annually as one of the top three events by the readers of the Monterey County Weekly, the West End Celebration is one of the most highly anticipated local community events that brings artists, musicians, food vendors and non-profits together annually.

This year's Celebration takes place the weekend of August 26-27, 2023. Your sponsorship donations will go directly toward the event and the charitable organizations that it supports. Any amount that you can provide is greatly appreciated and will be acknowledged in all of our marketing. In addition, donations are tax deductible. Both sponsorship fees and donations will be placed in a special account that can only be used for the West End Celebration.

The Sand City Arts Committee and the City Council of Sand City oversee all WEC expenses and programs. The City and the WEC Event Coordinator also recruits many volunteers in order to keep expenses as low as possible.

Thank you for considering a contribution to the success of the West End Celebration. A sponsorship form is enclosed for your convenience. The form and sponsorship fees and donations can either be dropped off at or mailed to City Hall of Sand City at 1 Pendergrass Way, Sand City, CA 93955. Please make all checks payable to 'City of Sand City - West End Celebration Fund'. If you have any questions, please contact our Event Coordinator, Steve Vagnini, at [slvmanagement@yahoo.com](mailto:slvmanagement@yahoo.com). On behalf of the City Council, the Sand City Arts Committee, and myself, we sincerely appreciate anything you can do to help.

Sincerely yours,

Mary Ann Carbone, Mayor  
City of Sand City

Stephen L. Vagnini  
Event Coordinator