



June 15, 2021

Dear Sponsor,

The Southern Illinois celebration of National Hunting and Fishing Days is set for Saturday, September 25th and Sunday the 26th, 2021. This will be the 33rd year of the event that has grown from humble beginnings to become one of the Nation's largest celebrations. You are receiving this letter because you have been a sponsor in the past, and some of you have been a part of this event every year, and for this we say thank you!

The success of this event, which is now bringing in approximately 40,000 people annually, happens only with the support of our sponsors. With your help, we hope to make this year our best celebration ever.

We are planning a quality, fun filled, educational family event for everyone to enjoy. **There will be a parking fee of \$5 this year, or attendees can bring a bag of non-perishable goods for admission.** As of this time, we are excited to announce that Twiggy the Skiing Squirrel, spokesperson for the National Safe Boating Council, will be here for a fantastic show. Lacey Jones, from Discovery Channel's show, Naked and Afraid, will also attend and there will be many other exciting events. Please see our most updated flyer attached.

To continue to make this event successful, we would appreciate your continued participation and support. Sponsorship levels and what you will receive for your support can be found below:

Bronze: \$250+ - Official Hunting and Fishing Days knife and a hat, media exposure over the public address system at the event and printed recognition on promotional materials (Facebook, Emails, College Website).

Silver: \$500+ - the same recognition as in a Bronze level, two hats and additional signage and printed recognition on promotional materials.

Gold: \$1,000+ - the same recognition as the Silver level, booth space at the event, as well as additional media exposure on TV and Radio Ads, one daily parking pass and food voucher.

Platinum: \$5000+ - the same recognition as the Gold level, as well as naming of a stage and/or events, logo on all 40,000 Schedules distributed to attendees, maximum exposure of your business on multiple TV (local stations as well as niche stations such as Outdoor Channel and ESPN) and Radio Ads, two daily parking passes, knives and food vouchers for the event.

Please make your check payable to **John A. Logan College** and mail to **John A. Logan College, Attn: Barry Hancock, 700 Logan College Dr., Carterville IL 62918**. Please feel free to contact me at 618-985-2828, ext. 8541, or barryhancock@jalc.edu if you have any questions. Again, thank you for your many years of continued support and we look forward to working with you again this year.

This will be my last semester at the college, as I will be retiring on June 30 after 25 years of service. More importantly, I would like to thank all of you who have supported Hunting & Fishing Days over the years. It's been a pleasure to see so many loyal sportspersons celebrate our heritage of hunting and fishing in Illinois. My goal at the college has always been to make peoples' lives a little better today than they were yesterday! Over a million people have been served by Hunting & Fishing Days during the past 32 years, about 80,000 of those during my tenure as chair, and that gives me the satisfaction of know that goal was reached.

Sincerely,

Barry R. Hancock
Chair – Southern Illinois Hunting and Fishing Days Committee

Chris Naegele
Incoming Chair on July 1, 2021