

Dear Potential Sponsor:

Bealsville, Incorporated is gearing up to celebrate the community of Bealsville's 150th Year (CL) Birthday Celebration. Bealsville Incorporated a 501c3 public charitable organization host this event.

The 150 Year Birthday Celebration is a 4-day cultural event to be held in **Plant City** June 25 -28, 2015 that will feature a Thursday Reception, Friday historic bus tours, youth educational activities, Saturday Civil War Reenactment, Saturday Evening Gala, and Sunday Community Faith Forum. The celebration centers around the four key components that make up founding history of Bealsville over 150 years ago established by 12 original families who settled here seeking to capitalize on the American Dream.

The history books document the Bealsville community as a community settled by freed slaves in the year 1865. They state that twelve original families of Peter Dexter, Bryant Horton, Roger Smith, Robert Story, Isaac Berry, Mills Holloman, Sam Horton, grandfather of O. V. Hargrett, Sr., Mary Reddick, Jerry Stephens, Neptune Henry, Steven Allen, and Abe Messenger, upon gaining their freedom, remained on their former slave owner's plantation to plan their futures. The Southern Homestead Act of 1866 enabled the families to acquire property ranging from 40 to 160 acres. The community was originally called Howell's Creek, then Alafia and later named Bealsville in honor of Alfred Beal. After the abolition, these freed men and women gathered at the plantation of Sarah Hopewell. She provided them with horses, hoes, a mule and a plow and allowed them to stay on her property until they completed the town they named Howell's Creek on December 24, 1865. This community is located in the most eastern quadrant of Hillsborough County and unincorporated Hillsborough County outside of Plant City, Florida.

We are seeking sponsorship of costs associated with the Bealsville Gala scheduled for Saturday 630pm at the Strawberry Festival Expo Hall or the reenactment scheduled for 11am Saturday June 27 by the 2nd Infantry Colored Troops Regiment based out of Tallahassee, Florida. This non-profit group is funded and supported by the Florida Humanities Council, State of Florida Legislature and Florida African American History Preservation Network, whom which Bealsville (Glover School) is a leading member. We hope you will consider supporting us through sponsorship opportunities available. If you have any questions, please do not hesitate to contact us directly at (813) 737-1352 or email glover@tampabay.rr.com.



Sponsorship:

Sponsorship of the Bealsville 150 Year Celebration begins at \$1,500 and will include on-site and web presence and/or selective title sponsorships of specifically one of our two signature events. Our Event Sponsorship Committee customizes each sponsorship proposal. Sponsorship options include brand awareness, exclusivity, visibility, cross- promotional marketing, merchandising, product sampling and access to all our events and participants. At minimum, Sponsor assets include:

- **Souvenir Booklet (Front Cover/Back Cover Opportunities)**
- **Printing sponsor for Gala Invitations**
- **Internet, TV and or Print Advertising Campaign**
- **On-site signage**
- **Hospitality Events (Reception, Fish Fry, Gala)**
- **Title sponsorship of specific events that match your brand**

Call 813-737-1352 and let's talk about your branding needs and our opportunity for partnership.

BENEFITS OF SPONSORSHIP FOR CHARITIES:

While the most obvious benefit to your participation is the vast branding and marketing opportunities at one of the significant historic events within the State of Florida celebrating African American culture, the most notable benefit is the ability to enrich one of the most longstanding multi-cultural communities in the in the State of Florida. Education, Agriculture/Farming, Faith, and Youth represent the fabric of the community and all those whom lived or worked there. Furthermore our partnership with Plant City, Hillsborough & Polk Counties, State of Florida, Smithsonian Institute Washington D.C., and various other entities provides branding opportunities nationwide.

Bealsville 150 Year Celebration involves the following targeted audiences/goals:

- Students, faculty and relatives thereof that attended Glover School during its operation as a segregated school, migrant worker school, after desegregation serving as a 6th grade and 8th grade center prior to being closed in 1980. Over 5,000 students
- Descendants of the original 12 settlers that founded the community back in 1865.
- Current and surviving descendants of those in the agriculture/farming/mining industry in Bealsville.
- Those who attended the Bealsville Recreation Center, site of the community Historic Marker.
- Supporting Bealsville Inc.'s goal to provide educational, technology, and mentoring services to youth and community support to senior citizens and neighborhood revitalization.
- Activities/Opportunities- Thursday Reception, Friday Historic Educational Bus Tours, Saturday Reenactment, Saturday evening Gala and Sunday Morning Faith Forum (Walk to church).