



210 Cypress Gardens Boulevard, Winter Haven, FL 33880 863.291.5661 www.ridgeart.org office@ridgeart.org

February 11, 2009

Re: Central Park Art Festival  
Purchase Award Program

Dear :

This year's Central Park Art Festival is scheduled for March 21 and 22, 2009 in Winter Haven's Central Park. Some of the most accomplished artists in Florida will display their works. The increasing number of artists wanting to participate in Winter Haven's art festival is indicative of its growing reputation for quality. The implementation of the Purchase Award Program is one reason for the art festival's increasing popularity with the artist community. The better the art, the more successful the festival.

As you may know, the art festival is now completely in the hands of Ridge Art Association ("Ridge Art"). To attract recognized artists and enhance the quality of the festival, Ridge Art started a Purchase Award Program several years ago that's been very successful. Over the past several years, Ridge Art has received considerable monies for purchase awards, the majority of which were used by the donors to purchase art for themselves at the festival. This program attracts artists because they know that the more monies received under the Purchase Award Program, the more art will be purchased at the festival.

Participation in this program is a "Win/Win" for you, Ridge Art, and the artists. Prior to the art festival, Ridge Art solicits purchase award commitments and deposits money received into a separate account designated for the awards. By paying into the purchase award account, the donor agrees to use that money to purchase art at the festival. While at the art festival, you, as a donor, may select any of the art you wish to purchase, and inform the artist that you are making a purchase award. The artist will then give you a bill to bring to the Ridge Art Association's tent where you will receive a voucher giving you the appropriate credit toward your purchase. As an added incentive, most artists give purchase award participants a 10% discount on the purchase of their art.

When the art festival ends, Ridge Art will simply issue a check to that particular artist for all the purchase award vouchers that he or she has collected during the course of the event. Any unused purchase award monies donated by you would be used to purchase art for Ridge Art's permanent art collection.

As purchase award commitments from the community increase in the future, the art festival will grow in quality and stature. Artists attend art festivals to sell their art. The quality of the art festival will only expand as more and more fine artists decide to make our community's art festival a priority destination.

I hope you will consider participating in this effort. Only good can come from your involvement.

For those of you who contribute \$100 or more toward a purchase award, you will receive a VIP parking space during the art festival. For anyone contributing \$250 or more for a purchase award, you will receive an invitation to the Friday evening reception of the artists, and will have an opportunity to meet some of the finest artists in this part of Florida.

If you have an interest in participating, please send your check payable to the Ridge Art Association with a notation that it is for a purchase award at the Central Park Art Festival. Mail or deliver the check to Ridge Art's office at the Southwest Complex, 210 Cypress Gardens Blvd., Winter Haven, FL 33880. If you have any questions, feel free to call Christy Hemenway at Ridge Art at 291-5661.

Thank you for your consideration in this matter.

Sincerely yours,

Douglas A. Lockwood, III

DAL:mw