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Dear Esteemed Community Partner:

The City of Allentown is preparing for its newest holiday program, "Allentown Lights." As you may or may not have heard, the Lights in the Parkway program is not possible for the 2015 season due to safety concerns with construction on the retaining wall in the Lehigh Parkway. The tradition and spirit of Lights in the Parkway have been transferred to the Allentown Lights program, which will still provide countless hours of family fun, and will still support non-profit volunteer groups throughout the city.

Allentown Lights 2015 will open Thanksgiving weekend, November 28 through December 31 (closed Christmas Day) from 5:30 – 10:00 PM nightly. Many of the displays from Lights in the Parkway will be installed in key locations through-out the city, including Cedar Beach Park, Andre Reed (Irving) Park, Hamilton Street from 10<sup>th</sup> – 6<sup>th</sup> Street, the Arts Park and the Arts Walk. The City's two synthetic ice skating rinks will be set up on lighted sport courts in Andre Reed and Cedar Beach Parks.

The Allentown Lights program will be free of charge to walk or drive through. Events, programs, holiday movies, concerts, visits with Santa, craft projects, contests, and much more will be a part of each weekend of Allentown Lights.

I am asking our city's corporate and business partners to consider sponsoring one or more events or programs of "Allentown Lights." Attaching your name and business logo to such an event will have a tremendous benefit. Levels of sponsorship are detailed in the attached packet.

Please be a part of this new Allentown tradition and become a sponsor today! In order to be included in our marketing campaign, please respond by October 7, 2015.

Yours in recreation,

Christy Alvord  
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