



DIVISION MIDWAY ALLIANCE  
FOR COMMUNITY IMPROVEMENT



Dear Friend of DMA:

The time is quickly approaching for Division Midway Alliance's annual community festival. The past two years, the event was called the Midway Fall Festival and Midway Harvest Festival, but those names didn't quite encompass the nature of what DMA wanted to achieve, which is to throw a festival celebrating and including the many diverse groups living in our community. To achieve that goal, the festival's new name is the Midway Festival of Nations, where Cultures Come Together, scheduled for Sunday, September 20, 2015 from Noon to 4:00 p.m.

This year's festival brings other exciting changes besides the name. The location has changed to the Division Center at the southwest corner of SE Division Street and 122nd Avenue, the heart of the Midway district, and one of the busiest intersections in East Portland. To attract an existing crowd of people, DMA has strategically scheduled the Festival of Nations to coincide with Pizza Baron's September car show, which draws hundreds of participants. The event will also feature a "Taste of Nations" tent where festival goers will be able to experience the dining traditions of many of the cultures that make up our community. Other attractions will include entertainment from local musicians, culturally diverse demonstrations and art displays and products from many of our local businesses.

As you know, the Festival's success depends on local business investment. Accompanying this letter, you will find information on different sponsor levels and the benefits each level provides your business as our valued sponsor. The support you provide will assist DMA in bringing the Festival of Nations to East Portland's Midway district and further help DMA to continue providing programming that benefits businesses and advances DMA's goals.

Your contribution further allows DMA (a 501c3 non-profit) to continue marketing the Midway District and making it a better place for all of us to live and do business. Your help will allow East Portland's diverse cultures to come together in a showing of community solidarity and pride. Thank you in advance for your support.

Sincerely

Lorelei Young  
President

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