



# VANDERGRIFT

## FINE ARTS FESTIVAL

December 2011

Re: Vandergrift Fine Arts Festival 2012

Dear Friend in the Arts,

The Vandergrift Improvement Program, Inc. (VIP) is presenting its 6<sup>th</sup> Annual Vandergrift Fine Arts Festival on Saturday, June 2, 2012.

The VIP is a 501(c)3 nonprofit organization. Since our founding in 2004 we have been actively pursuing our goal of revitalizing the small community of Vandergrift, known as a unique, graceful and historic town. One way in which we have been working toward the achievement of this goal is through attracting visitors with promotional events like the Vandergrift Fine Arts Festival. This event gives artists the opportunity to share their creativity as well as experience and applaud the artistic talent of others.

In 2011, over 30 artists exhibited their work in booths along Grant Avenue on the day of the festival and over 40 artists painted wooden palettes for the Paint a Palette Program. These palettes lined the streets of Vandergrift's business district from June through October creating an engaging community-wide exhibit. In addition, in 2011 we continue the Southwestern Pennsylvania Chalk Walk Competition, in which groups of three students from each school created a chalk mural on Grant Avenue. Eight high schools participated and the students created beautiful murals that captured the attention of visitors. The Chalk Walk is a portion of the festival that we would like to advance as it provides high school students with an opportunity to display their creative talents and compete against their peers. Entertainment, children's activities, wineries and food vendors all added to the event's festive atmosphere.

Vandergrift's Fine Arts Festival can only expand in 2012 and we are offering you the opportunity to become a partner in this exciting endeavor. With the help of your sponsorship of the 2012 Vandergrift Fine Arts Festival we will be able to use this event to showcase Vandergrift, local businesses, and the artists that call Southwestern PA home.

If you would like more information about our town, the VIP, or Vandergrift's Fine Arts Festival, please contact the VIP office at 724-567-5286; PO Box 77, Vandergrift, PA 15690; or email [vip15690@comcast.net](mailto:vip15690@comcast.net). You can also visit [www.officialvandergrift.com](http://www.officialvandergrift.com) and [www.vandergriftfinearts.com](http://www.vandergriftfinearts.com).

Enclosed is a sponsorship form for you to include with your tax-deductible donation. Thank you so much for joining with us to make this Vandergrift's best Fine Arts Festival ever!

Sincerely,

Vandergrift Improvement Program's Fine Arts Festival Committee



# VANDERGRIFT

## FINE ARTS FESTIVAL

Donation and Sponsor Form for 2012 Vandergrift Fine Arts Festival

Type of Sponsor	Contribution Level		Amount Enclosed
General	Your Choice		\$ _____
Palette	\$125	Name On Palette	\$ _____
Chalk Walk Competition	\$250	Name on T-Shirt worn by competing schools	\$ _____
Ida M. Tarbell* (Level 1)	\$100	Website Link	\$ _____
George G. McMurtry* (Level 2)	\$150-\$599	Level 1 plus Festival Recognition	\$ _____
Frederick Law Olmsted* (Level 3)	\$600-\$999	Level 1 and 2 plus Festival Sign	\$ _____
Captain Jacob J. Vandergrift* (Level 4)	\$1000 +	Major Sponsor Levels 1-3 plus logo displayed on all media	\$ _____

Name :

Telephone:

Email:

PLEASE PRINT NAME ABOVE and PROVIDE WEBSITE ADDRESS FOR YOUR LINK.

Please make checks, corporate matches, or other gifts payable to: Vandergrift Improvement Program

Mail to: Vandergrift Improvement Program, PO Box 77, Vandergrift, PA 15690

Cash and credit cards (VISA, MasterCard and Discover) are also accepted at the VIP office: 139 Grant Avenue, Vandergrift, PA 15690 or by calling 724-567-5286.

Please submit your tax deductible contribution by April 15, 2012

\*Sponsor Level Key:

1.) Ida M. Tarbell (1857-1944): Newspaper and magazine editor, lecturer, biographer, and muckraker. Ida is known for her writing on Standard Oil Co. She called Vandergrift America's "most important industrial town."

2.) George G. McMurtry (1838-1915): President of Apollo Iron & Steele Co. He decided to move the Apollo mill to the farmland that would become the town of Vandergrift. He wanted Vandergrift to be a better place to live than the typical mill town.

3.) Frederick Law Olmsted (1822-1903): Considered the founder of American landscape architecture. He was responsible for the design of a number of significant landscapes such as the ground of the US Capitol, Riverside, Illinois, the Biltmore Estate grounds, and Central Park in New York City. His firm designed our very own Vandergrift!

4.) Captain Jacob J. Vandergrift (1827-1899): A friend and supporter of George G. McMurtry and stockholder at Apollo Iron & Steele Co.