



# VANDERGRIFT

## FINE ARTS FESTIVAL



PO Box 77 Vandergrift, 15690 Phone: (724)567-5286 Fax: (724)567-5244  
Email: VIP15690@comcast.net - website: VandergriftFinearts.com

Re: Vandergrift Fine Arts Festival 2010

Dear Friend in the Arts,

The Vandergrift Improvement Program, Inc. (VIP) is presenting its 4<sup>th</sup> Annual Vandergrift Fine Arts Festival on June 5, 2010. This event gives artists the opportunity to share their creativity as well as experience and applaud the artistic talent of others.

The VIP is a 501c3 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 to town with promotional events like the Fine Arts Festival.

In 2009 the festival attracted 24 artists from Vandergrift and surrounding communities. These artists exhibited their artwork in storefronts while another 50 artists painted wooden palettes for the Paint a Palette Program. These palettes lined the streets of Vandergrift's business district from June through October. Also, 23 art, craft and food vendors lined Grant Avenue, contributing to the festive atmosphere.

Vandergrift's Fine Arts Festival can only expand in 2010. We will be continuing the Paint a Palette Program and adding a high school Chalk Walk Competition. High school art programs in Southwestern Pennsylvania have been encouraged to develop teams of three students who will compete on the day of the festival to create sidewalk chalk masterpieces. There will be artists' booths, children's activities, live musical performances, food, and wine tasting.

We are offering you the opportunity to become a partner in this wonderful endeavor. With the help of your sponsorship of the 2010 Vandergrift Fine Arts Festival we will be able to exceed our expectations and inspire pride in members of the community.

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.vandergriffinearts.com](http://www.vandergriffinearts.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 Fine Arts Festival and Vandergrift Improvement Program



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### Donation and Sponsor Form for 2010 Vandergrift Fine Arts Festival

Type of Sponsor	Contribution Level		Amount Enclosed
General	Your Choice		\$ _____
Palette	\$125	Name On Palette	\$ _____
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 :

Phone:

Email:

Please make checks, corporate matches, or other gifts payable to: Vandergrift Improvement Program  
 Mail to: Vandergrift Fine Arts Festival, PO Box 77, Vandergrift, PA 15690

Cash and credit cards (VISA, MasterCard and Discover) are also accepted at the VIP office: 132 Grant Avenue, Vandergrift, PA 15690 or by calling 724-567-5286.

**Please submit your tax deductible contribution by April 15<sup>th</sup>, 2010**

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