



Dear Local Business Owner:

Without the help of local business sponsors in our community, Cheshire's Lights of Hope would not have been able to contribute over \$700,000 to local charities. We invite you to join other local Cheshire businesses who support this important event.

This event began as a small, grassroots effort in one neighborhood back in 2005. In nine years, the event has grown to be a signature Cheshire event - uniting the town and bringing hope for a brighter future.

Our event has become the one charity that can involve the entire town while keeping the majority of the funds raised in Cheshire. These funds have gone to feed the hungry, to assist those with chronic illness and to help deserving students attend college. This year, the proceeds from the event will go to the Cheshire Community Food Pantry, Cheshire Youth & Social Services (fuel bank and food vouchers), the Petit Family Foundation, the Cheshire's Lights of Hope Scholarship Fund, and more.

We are proud of how far this event has come and we could not have done it without the support of local businesses and residents. This year, we will be holding our 12th annual event on **Saturday, November 12, 2016**.

The **Mile of Hope** is a one mile section in the center of our town that is lit up with over 2,000 luminaries. Hundreds of Cheshire residents and visitors from surrounding towns drive the Mile of Hope each year during the Cheshire's Lights of Hope event because it is such a unique event in our area.

We are writing to ask your support of the Mile of Hope. We will place signs with your company's logo and level of sponsorship along that mile. We will also offer any business not located in that mile 20 luminaries to place in front of their business; please indicate on the attached sponsorship form if you would like us to deliver 20 luminaries to your business.

Please send a copy of your logo in jpeg, tiff or gif format to add to our signs and website to sponsors@cheshireslightsofhope.com.

NEW THIS YEAR: We are very pleased to announce that Cheshire's Lights of Hope has been accepted into this year's **Neighborhood Assistance Act program**. Your business sponsorship donation to Cheshire's Lights of Hope makes you eligible to apply for a tax credit under the Neighborhood Assistance Act (NAA) Program. Each business firm must complete and submit **Form NAA-02** (attached) for each tax credit requested. **NOTE: Form NAA-02 may be submitted on or after September 15, 2016, but no later than October 3, 2016. Please note the short time period to submit your completed Form NAA-02 to the CT Department of Revenue Services (between September 15, 2016 – October 3, 2016).**

Businesses can receive a credit of 60% of their contribution approved by the Department of Revenue Services. The program has several statutory limits, including the following:

- A business is limited to receiving \$150,000 in tax credit annually.
- The minimum contribution on which credit can be granted is \$250.

Attached you will find more information about the program, including the Form NAA-02. For further details, go to the CT Dept. of Revenue Services at <http://www.ct.gov/drs/cwp/view.asp?a=1447&q=266058>.

We are proud of how far this event has come and we could not have done it without the support of local businesses and residents. We are pleased to offer this year's business sponsors the opportunity to apply for a tax credit under the Neighborhood Assistance Act.

You may contact us with any questions via email at info@cheshireslightsofhope.com or by telephone at (866) 747-9518.

Sincerely,

Don Walsh

Don Walsh, President
Cheshire's Lights of Hope
P. O. Box 553, Cheshire CT 06410

www.cheshireslightsofhope.com

Cheshire's Lights of Hope unites our community to light up our town and create a brighter world. Through acts of kindness and generosity, we encourage good citizenship and promote volunteerism while embracing and supporting local charities.

Cheshire's Lights of Hope

NEIGHBORS HELPING NEIGHBORS



SATURDAY, NOVEMBER 12, 2016 BUSINESS SPONSORSHIP

Company Name: _____

Contact: _____ Title: _____

Address: _____

City, State, Zip: _____

Phone:(_____) _____ Fax:(_____) _____

E-Mail: _____ Website: _____

Sponsorship Opportunities:

PLATINUM SPONSOR Cost: \$1000 each

GOLD SPONSOR Cost: \$500 each

SILVER SPONSOR Cost: \$250 each

My business is not located along the Mile of Hope.
Please deliver 20 luminaries to my business.

Total enclosed	\$ _____
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Please email us an electronic copy (jpeg,tiff,gif) of your logo : sponsors@cheshireslightsofhope.com

Each sponsor will have a sign placed along the Mile of Hope with their sponsorship level noted.
They will also be listed on our website.

I agree to donate the amount stated above to: Cheshire's Lights of Hope by Saturday, October 15, 2016.

Signature

Title

Date

All proceeds will go to:
The Cheshire Community Food Pantry
The Cheshire's Lights of Hope Scholarship Fund
The Petit Family Foundation
Cheshire Youth & Social Services
And other local charities

Please mail this completed form with your check made payable to:

Cheshire's Lights of Hope, P.O. Box 553, Cheshire, CT 06410

For more information, please contact us at 866.747.9518 or email: info@cheshireslightsofhope.com

www.cheshireslightsofhope.com