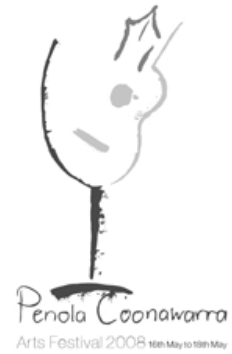


# Friends of the 2008 Penola Coonawarra Arts Festival



Dear Penola Coonawarra Business Person or Resident

## Penola Coonawarra Arts Festival 16<sup>th</sup> – 18<sup>th</sup> May 2008

- **Would you like to see increased promotion of the Penola/Coonawarra across the Limestone Coast and Western Districts?**
- **Would your business like to see more trade?**

The Penola Coonawarra Arts Festival weekend last year saw a large influx of day and overnight visitors in the Penola Coonawarra area. Many businesses were very busy and the ATM at the Bank SA branch in Penola had a record amount of money withdrawn.

The committee of the Penola Coonawarra Arts Festival would like to see this repeated again this year. The promotion of the town in relation to the Festival can help to raise the profile of the area and encourage visitation on a long-term basis, as well as over the festival weekend. More visitors to a region is not only good for accommodation, restaurants and attractions like cellar doors, but also means more people shopping for everyday items like food, petrol and personal items.

We would like to ask you or your business to support regional South Australia's premier arts festival through a small contribution towards the advertising of the events across the Limestone Coast and Western Districts (tax invoice receipts will be provided). Please complete the form below with your details:

I wish to join the Friends group as  an individual  a business

Business Name &/or Contact Name:.....

Location Address:.....

Postal Address:.....

Email Address:.....

Website (if applicable):.....

*\$50 Friends can be paid by cheque and posted to the Festival at PO Box 318, Penola, SA 5277 or drop off your cash in an envelope address to the Festival Committee at the Penola Visitor Information Centre. Written receipts will be provided.*