



Dear Neighbors of Laurel Park,

In March 2025, the Town of Laurel Park will celebrate its 100th anniversary. Throughout 2025 there will be almost monthly festivities to celebrate the history, beauty, and the people of our unique “town on the mountain.”

So, why this letter? We want to engage as many people as possible with a broad scope of events. The estimated cost of these events is \$50,000. Two events, a gala that will kick off our anniversary at the Hendersonville Country Club, and a midsummer picnic in Laurel Green Park, will comprise over half the budget. Our goal is an affordable ticket price level that permits the greatest resident engagement possible. To accomplish this, we are fundraising to attract sponsors of all giving levels.

You will find attached to this letter sponsorship levels and benefits. Ascending through the levels, there are increasing marketing and acknowledgement opportunities. Every sponsor can express its pride of place by supporting a *once-in-a-century* event!

When you receive this letter, it will mean that either you have been or will shortly be contacted by a centennial organizer to share more about how you can be a part of Laurel Park’s 100th. We hope you will respond to our campaign with your support!

Sincerely,

A handwritten signature in black ink that reads 'Carey O'Cain'. The signature is fluid and cursive, with the first name 'Carey' being more prominent than the last name 'O'Cain'.

Mayor Carey O’Cain

Donations to the Town of Laurel Park are tax deductible to the extent permitted by law.



CENTENNIAL SPONSORSHIPS

JUMP OFF ROCK ~ \$15,000

Presenting sponsor of Gala and Picnic
Speaking opportunity at both events
10 Gala Tickets and 10 Picnic tickets
Large color Logo on all Centennial marketing materials.
Banner at each event
Two full size ads in the Hendersonville Lightning
Social Media acknowledgements throughout the year

ECHO MOUNTAIN ~ \$5,000

Large color Logo ads on all Centennial marketing materials
8 Gala Tickets and 8 Picnic tickets
Acknowledged at both events
Logo featured on Banner for events
Half page ads in the Hendersonville Lightning.
Social media acknowledgements throughout the year

RHODODENDRON LAKE ~ \$2,500

Color Logo ads on all Centennial marketing materials
6 Gala tickets and 6 Picnic tickets
Quarter ad in the Hendersonville Lightning
Logo on event banner
Social Media acknowledgement

CASINO ~ \$1,000

Color Logo ads on all Centennial marketing materials
4 Gala tickets and 4 Picnic tickets
One-eighth page ad in the Hendersonville Lightning
Social Media acknowledgement

CRYSTAL SPRINGS ~ \$500

Name and logo listed on Centennial marketing
2 tickets to Gala and Picnic
Social Media acknowledgement

CANAL ~ \$250

Name listed on Centennial marketing
2 Gala tickets

RAINBOW LAKE ~ \$100

Name listed on Centennial marketing



Laurel Park Centennial Events

- Roaring 20s Gala! March 1, 2025, Hendersonville County Club. Dinner and Dancing to the sounds of the Big Band era. Come dressed in your best formal attire!
- Centennial Celebration Picnic! July 5, 2025, at Laurel Green Park from 4 - 7. BBQ, music, adult beverages, games, and lots of fun for the entire family. No charge to Laurel Park residents.
- Scavenger Hunt Contest! A fun game with all the Laurel Park Historical Markers! This event will go on throughout the year of celebration. Prizes will be awarded.
- 5K on May 10th. Run/Walk throughout the Town with Friends and Family!
- Historical Presentation. Learn the history of early Laurel Park including an aerial movie of Laurel Park and the surrounding area in the 1920's.
- Trunk and Treat for Halloween. October 25, 2025, this family fun event is sponsored by the Laurel Park Police Department and will be held in Laurel Green Park.
- Historical Tours. Learn the history of our lovely Town by riding around and passing by 100-year-old homes.
- Centennial Concert Series. This will be held at Jump Off Rock. A musical tour of the last 100 years.



SUPPORT LAUREL PARK'S 100th!

SPONSORSHIP LEVEL: _____

Name: _____

Company: _____

Address: _____

Phone: _____

Email: _____

Website: _____

Send pdf of company ad and/or logo to:

Signed: _____

Date: _____

_____ Payment enclosed (please mail your check to:

Town of Laurel Park, 441 White Pine Drive, Laurel Park, NC 28739-0910)

_____ Bill me / company