



# FESTIVAL OF TREES

November 13-15

MUSEUM OF ART | FORT LAUDERDALE

To Whom It May Concern,

September 2009

It's beginning to look a lot like Christmas...no, not yet, however, plans are underway for this season's most anticipated event. Beaux Arts has partnered with the Museum of Art/Fort Lauderdale to provide the perfect venue for the 2009 Festival of Trees benefitting the Museum of Art/Fort Lauderdale. In celebration of the holiday season, we will transform a portion of the museum into a winter wonderland for the opening weekend of American Chronicles: Norman Rockwell.

Beaux Arts has raised more than 5 million dollars for the Museum of Art since our inception in 1959. We are a 501(c)(3) non-profit organization with a mission to encourage among children, young people and adults a more thorough understanding and appreciation of fine and applied arts.

This year's festivities will include two signature events: our Opening Night Reception including silent auction on Friday, November 13, 2009 and the Teddy Bears, Trains, and Tea family event on Saturday, November 14, 2009. In 2008 over \$100,000 was raised and more than 300 people (consisting of your direct target marketing) attended Opening Night.

To this end, we are contacting you with the hopes that you will consider supporting Beaux Arts and the Museum of Art/Fort Lauderdale by donating an item for the silent auction portion of our event.

Your contribution would have an enormous impact on the success of Festival of Trees while providing tremendous exposure to you esteemed company. Thank you for your consideration, and we look forward to hearing from you. Should you have any questions, please do not hesitate to contact us.

Sincerely,

*Nora Cone and Kelly Vogel*

Opening Night Auction Co-Chairs

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Kelly 954.467.9069 or [jerseykelly@broadsmart.net](mailto:jerseykelly@broadsmart.net)

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