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Dear Future Sponsor,

### **Explanation of The West End “Stop the Violence” Fest**

I hope this letter finds you well. I am writing to provide a detailed explanation of the 6th Annual West End “Stop the Violence,” Back to School Peace Festival our team at On Impact Recruiting Services INC. 501 (c)(3) is hosting. The aim of this project is to address and mitigate the growing concerns related to violence within our community. Like last year, this event will bring awareness about gun violence and its impact on the community, promote unity, strengthen partnerships, empower our community, and provide resources and support. We have carefully selected entertainment and activities the whole family can enjoy in this beautiful park such as:

- Peace Rally led by the Lil Senators Youth Football Team
- 3 on 3 basketball tournament
- Corn Hole tournament
- Volleyball
- Entertainment (DJ and live entertainment) local /or national comedians\*
- Food Trucks
- Local vendors
- Face painting
- Guest motivational speakers on finance, violence, youth relationships, school and sports achievement
- 513 Relief Bus
- Double Dutch competition
- Youth organizations - Little Senators cheerleader and football team

While your support for this festival is critical in securing more well-known entertainers and bringing the highest quality experience, we are seeking additional sponsors to help defray the costs of our giveaways, etc. So far, we have our network of committed sponsors:

- Pahnhi Water
- Goodies Barbecue Restaurant
- Shelter Insurance
- Laugh Life ENT.
- One family One Love
- Gatorade

## **Project Overview**

This Back to School "Stop the Violence" festival is more than just an event; it is a movement towards creating a safer, more harmonious community. According to the violence statistics report for the West End, this year homicide has increased 200% with two homicides since January 1. By bringing together people from all walks of life, we aim to spark conversations, inspire action, and ultimately reduce violence in our community. The Fest will take place Sunday, July 26th from 12pm and last through 7:00pm. A special long term community advocate and leader will be honored as well. An itinerary for the day will be shared with you and the community one week in advance.

Last year, our Peace Rally Walk was a major success throughout the neighborhood. We had nearly 700 people participate. Mayor Pureval spoke along with several West End survivors and mentors that shared their stories. West End native, Shirley Colbert was honored as the first President of the West End City Council.

## **Budget and Resources**

The estimated budget for the project is \$20,000. This includes entertainment, security, porta potties, insurance, cleanup, and marketing. We have allocated the necessary resources to ensure the project is completed successfully.

## **Challenges and Risk Management**

We have identified potential challenges and risks, such as fights or armed individuals. To mitigate these risks, we secure a police detail as well as have trained internal security volunteers that we use for our events. Security personnel will work collaboratively to cover entrances, monitor/assess crowd behavior, manage crowd flow, etc.

## **Conclusion**

We are confident that this "Stop the Violence" Fest will be a significant step towards achieving collective empowerment and appreciation for this community. We appreciate your support and cooperation throughout this process. Should you have any questions or require further information, please do not hesitate to contact me directly at [Dante.Payne76@gmail.com](mailto:Dante.Payne76@gmail.com) or 513-602-7289.

Thank you for your attention to this matter.

Yours sincerely,



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