



Southside Organizing Committee

25th Anniversary Campaign - GO BLUE: Grassroots Organizing Building Leadership, Unity & Engagement



August 20, 2017

Dear Friend,

It is the 60 day countdown to our **Southside Legacy Awards Retro Ball**. We are following up the promotion we did last November and the letter that went out this past February. We hope that you will renew your partnership from last year or begin a new one!

On **Friday, October 20th** 2017, to kick-off the Sweetest Day weekend, Southside Organizing Committee (SOC) will celebrate its annual Southside Legacy Awards Retro Ball. **Last year the event was sold out** and this year we anticipate a **minimum of 250 guests again**. Guest will travel back in time to the 1970s, which they selected last year, to enjoy an evening filled with historic memories, era inspired attire, nostalgic scenes, and uniquely South Side cuisine.

It is sure to be an incredible event with the following features:

- VIP reception for event donors, elected officials, local celebrities, and legacy leaders
- Fantastic venue, cuisine, and keynote speaker
- Awardees will be honored for their contributions to the development of local neighborhoods
- Entertainment, auction items, promotional opportunities for your business or organization, and much more!

Your partnership is critically needed for a successful event, which will ensure the mission of SOC continues. SOC works to create a safe, livable, and economically vibrant Near South Side for the nearly **90,000 residents in our district**. SOC will also work to ensure that every neighborhood has a thriving resident association, which can partner with businesses, organizations, and other stakeholders to increase the quality of life for all.

Your partnership with SOC is well worth your investment as we work together to strengthen the district and unlock its greater potential. Because of its high population density, the **SOC district holds huge collective buying power**. According to the last Near South Side Area Market Study released by the City of Milwaukee in 2009 "...the **aggregate income per acre ... was \$605,110 ... higher than the per acre income of some of Milwaukee's affluent suburbs.**" (2009, p. 13).

The Southside Retro Ball is the only known event of its type, so we hope you will renew your partnership or become a new partner. **If just ten (10) businesses or organizations sponsor at the Gold \$5,000 level**, we will raise approximately 10% of our total annual budget – helping to ensure SOC survives the impending federal budget cuts and reaches a new level of independence and capacity!

Please see the attached form for your partnership opportunities and send it in as soon as possible to secure your reservation and ensure inclusion in all promotions. Feel free to contact me with any questions. Please note that SOC is a **nonprofit 501c3** organization and nonpartisan.

Thank you for all you do for our community!

Sincerely,

Tammy L. Rivera
Executive Director