

**BETHEL RURAL COMMUNITY ORGANIZATION, INC.**

PO Box 1333, Waynesville, NC 28786

[www.bethelrural.org](http://www.bethelrural.org) 828-648-0075

January 10, 2010

Dear Friends,

I am requesting your support for two annual events sponsored by the Bethel Rural Community Organization: the Cold Mountain Heritage Tour and the Bethel Half Marathon and 5K Race. With your help, we hope to attract more participants to each event and build an ongoing tradition that will allow us to preserve more of Bethel's rural and historic heritage, preserve the agriculture community, and provide other valuable services to our community.

The funds raised by these events together with your contributions are put to work directly in the community. Our organization sponsored the building of a community track at Bethel School and continues to pay a large portion of the cost of its lighting. We helped provide school playground equipment, greenhouse furnishings, and art department supplies. We supported the County School Board's efforts to build a model school in our community, directing special attention to environmental and green building concerns. We financially support community days, our local fire departments, and restoration efforts at Francis Mill and Inman Chapel. We donate to the Christmas fund for needy Bethel children, and have provided relief funds to flooded families. Through MANNA, we distribute fresh produce and operate a Community Pantry for those in need in Bethel.

We are dedicated to maintaining the historic significance of Bethel's heritage, and educating present generations of its significance. It is important to emphasize that our organization is a North Carolina pacesetter in assuring that our rural and agricultural heritage remains viable. I hope you have read one or more of the newspaper articles that have reported, and even heralded, our work in these areas. An editorial from The Mountaineer is attached as an example.

The sixth annual Cold Mountain Heritage Tour will be held Saturday June 26, 2010. The Tour educates tour goers about Bethel's and Haywood County's rich cultural history through guided tours of historic sites. A booklet containing information about our forebears, their stories, their land, and their architecture is offered to tour goers. More than 100 local volunteers assist with the Tour and more than 500 visitors from near and far are expected this year.

The 17<sup>th</sup> annual Bethel Half Marathon and 5K Race will be held Saturday, October 9, 2010. Over 300 participants are expected from all over the Southeast. Many spouses, children, and friends also come to cheer for them. Many Tour participants, Race participants and families eat in Bethel restaurants. Out of town visitors to both events usually stay one or two nights in the area.

We hope you will be a part of these events and our efforts to support the wonderful people and places of the Bethel Community. Please review the Sponsorship Form on the reverse of this letter. There are several levels of sponsorship with associated benefits available. The Bethel Community would be very grateful if you can help. Thank you for your time and consideration.

Sincerely,

Steven Eaffaldano, President

**BETHEL RURAL COMMUNITY ORGANIZATION  
SPONSORSHIP FORM**

**Cold Mountain Heritage Tour, Saturday, June 26, 2010  
Bethel Half Marathon and 5K Race, Saturday, October 9, 2010**

**Company Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**\$225 + = BETHEL CHAMPION-** Sponsors at this level may select to have their name and appropriate copy on a 2'x2' sign to be placed at one of the Tour sites and at the Race. In addition, sponsors receive two free tickets for the Tour, a free Race entry application, a free link from our website to your website, and name on a sign at the Tour and at the Race listing all sponsors.

**\$90 + = BETHEL BENEFACTOR-** Sponsors at this level will receive two free tickets for the Tour, a free Race entry application, name on our website, and name on a sign at the Tour and at the Race listing all sponsors.

**\$36+ = BETHEL BOOSTER-** Your individual name or company name will be prominently displayed with other sponsors at the Tour and at the Race.

**\$\_\_\_\_\_ BETHEL SPONSOR-** Perhaps you would like to direct a general contribution to any one of our worthy community projects.

Community Pantry     Heritage and Historic Preservation     Race  
 School and Community Benevolence     Rural and Farmland Preservation

Remember, as a **CHAMPION, BENEFACTOR, BOOSTER, or SPONSOR**, your financial contribution offsets the expenses of the Organization so that the mission of the Organization can be fulfilled. We appreciate that as a business, you may wish to contribute 'in kind' which will be treated as above and will be greatly appreciated. Please contact us soon with your offer to help.

Please make checks payable to **Bethel Rural Community Organization (BRCO)** and enclose it with this completed form.

**Bethel Rural Community Organization PO Box 1333 Waynesville, NC 28786**

For more information on the:

Cold Mountain Heritage Tour, contact Barbara Eaffaldano 828-646-0303

Half Marathon and 5K Race, contact Ben Fishback at 828-646-3882  
For more information on the Organization, contact Ted Carr at 828-506-0939