



London 2010 – Festival of Stamps

Stamp World Exhibitions,
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Dear

As you are no doubt aware, the planning of the London 2010 International Exhibition is forging ahead. The Exhibition will be held at the Business Design Centre from 8th to the 15th May 2010 as the core event of the London 2010 Festival of Stamps.

This is the major International philatelic event that has been traditionally held at the beginning of each decade in London. In recent decades the costs have been underwritten by Royal Mail but, as have times have changed, Royal Mail, while being very supportive, are not able to financially underwrite the London 2010 show. We therefore need to rely to a much greater extent than before on financial support from British philately to make the London 2010 International Exhibition one of the best ever staged in London.

I am therefore writing to your society or individual members on behalf of the organisers of London 2010 for financial support. Your Society may wish to provide a donation or alternatively sponsor some of the frames in the Exhibition. In either case your contribution will be fully acknowledged in the Catalogue.

If your Society opts to sponsor frames, the rate of sponsorship is £10 per frame with a minimum sponsorship of ten frames. Your sponsorship will be acknowledged by having a small label with the name of your Society on the frames you sponsor.

We are also seeking support from 100 individuals to become Personal Patrons of the Exhibition. In order to become one of those 100 Patrons, we are requesting a personal donation of £250 be made to Stamp World Exhibitions, which is the vehicle being used to run the show. We will strictly limit the number to 100 Personal Patrons, these being the first 100 to respond with the donation. These donations from Patrons will be a great help in financing the show, especially as the major part of our income is generated close to the show dates, while at least some of our expenses are incurred well in advance.

An alphabetical list of individual Patrons will appear in the Exhibition Programme, in the Palmares booklet, and on the Exhibition website and be posted on a prominent board at the show. In addition free catalogues will be provided and free entrance at the beginning of the show when the public will be charged for entrance. For some perhaps the most appealing aspect is that all Patrons will be permitted to enter the show half an hour before the official opening times.

As we need committed funds to progress with the necessary arrangements, it would be appreciated if you could provide the sponsorship as early as possible, making any cheques payable to Stamp World Exhibitions.

I look forward to receiving your response in due course. Meanwhile, if you need any further information please let me know.

Yours sincerely,

Brian Trotter
Chairman