

February 12, 2003

To Whom It May Concern:

Dale Brown of Brown and Martin, Inc. recently performed in Edgerton, Wisconsin at an Edgerton Rotary Club fundraiser at the request of the Edgerton Rotary Club. Dale's performance was excellent and the audience of around 400 was entertained for an entire hour with ventriloquism and magic. Audience members laughed the entire time Dale was on stage, evidence that his performance resulted in a very successful fundraiser.

My purpose for writing this is to recommend Dale Brown as a keynote entertainer for a fundraiser of any organization. The Edgerton Rotary Club is a small organization with about 30 active members. I am the Superintendent of the Edgerton School District and, as a Rotarian, was responsible for coordinating this event. I rented the *Edgerton Performing Arts Center (EPAC)* for a nominal cost because we are a non-profit organization and give all our proceeds to local charitable causes or the Rotary's Polio Plus initiative to eradicate polio from the world. I then printed enough tickets to fill our *EPAC*, with the \$10.00 cost of tickets, which included a discount marker for local restaurants visible on each ticket.

This event took place on February 8th and was billed as a Valentine's Day Celebration, "Take your sweetheart and/or loved ones out to dinner and to a fun-filled evening of entertainment for Valentine's Day." It was advertised in Edgerton's local paper, the editor is a Rotarian so publicity was free, there were 100 posters with Dale and his friends placed in strategic locations throughout the Edgerton community, and we contacted our local rotary clubs because we are a great support for one another.

About 20 tickets were distributed to each Rotarian in December to either see or buy to give away as gifts and many Rotarians bought their tickets to give them to family and friends as Christmas gifts. Some Rotarians gave tickets as gifts to children and/or families who would never be able to afford to see entertainment of this quality live on stage, and ticket sales were continued the night of the performance at the door of the *EPAC*. The Edgerton Rotary Club netted \$2,400 after paying for Dale and all other fundraiser expenses. For 30 Rotarians expending very little effort compared to flipping burgers all weekend or some other time consuming activity, this was a very successful fundraiser.

It is my hope that this letter will encourage your organization to take advantage of Dale Brown's expertise as a marketer and entertainer to provide a double benefit; those attending such events have a great time and those working them benefit from the funds raised via ticket sales.

Please feel free to contact me if you have any questions. Thank you.

Sincerely,

Dr. Norman L. Fjelstad
District Administrator