



## Join us in celebrating the Palm Beach Centennial

As you may know, our town is facing an exciting milestone: the Town of Palm Beach will celebrate its 100th birthday on April 17, 2011. Already, a dedicated group of residents, nonprofit leaders and business people are hard at work planning events, promotions and celebrations for Palm Beach's centennial year.

You are invited to join the celebration as an Official Sponsor--- and to discuss ways in which your business can become involved. No matter what kind of organization you have, we believe you can enhance it, and bind your endeavors closer to Palm Beach and its history, with special promotions keyed to our Town's centennial year.

Our joint opportunity is to draw attention to your organization *and* to spotlight Palm Beach's unique history. The opportunities are limitless and we are asking businesses and not-for-profit organizations to be creative in a way that will benefit you and your clients, customers and members. For example:

- Retail establishments might feature window displays with special historic or centennial themes or sell merchandise that commemorates or honors the Centennial.
- Restaurants might feature menu items priced at \$19.11, or 91-cent items commemorating Henry Flagler's private railroad car, No. 91.
- Banks or financial institutions might feature their history, and the town's, in their advertising and promotions. Placing an ad in a newspaper or magazine that is tied to the Centennial can be a valid promotion.
- Charitable organizations may dedicate an already established event like a ball in honor of the Centennial.

If you are interested in joining this effort, we hope that you will submit your centennial plans for consideration as an official part of the Centennial. Simply fill out the application for a centennial event, program or promotion describing your plans and return it as instructed on the form. If accepted, we will grant your organization permission to use the 'official logo' of the Centennial. More importantly, we will feature your business and its plans, with supporting photos and information to the extent we are able on our Centennial website, [www.palmbeachcentennial.com](http://www.palmbeachcentennial.com). When space is available we will also feature your plans in our publications, press releases and advertisements.

Please note that our primary goal is to celebrate the centennial by organizing a full season of activities, events and promotional opportunities involving every part of our diverse community. Therefore we are not charging a fee in order to gain your participation. If your idea is approved by the Commission your

