



I represent the Rotary Club of Katy for our 10th annual Wild West Brewfest (WWBF). Over the last 10 years the WWBF has become Nationally known as the top Brewfest in North America as rated by BeerYeti.com. Over the last 9 events, the WWBF reached a significant milestone, giving back over 1 million dollars to those in need.

The Wild West Brewfest ([Wild West Brewfest](#)) is an energized and purposeful celebration of craft beer for the Katy, Richmond, west Houston, and surrounding communities. With well over 8500 guests at our last Wild West Brewfest, this event partners businesses with the community by providing a thoroughly enjoyable atmosphere with gourmet food, exceptional craft beer selections, and awesome live music.

The event is promoted heavily with the use of traditional media, social media, and a vast network of businesses and supporters. Traditional media (newspaper and radio) are optimized to promote and brand the event to the target audience of supporters and other interested parties. Social media tools (Facebook, YouTube, etc.) are effectively and heavily utilized to immerse interconnected social groups into the event by the branching nature of information sharing. A network of businesses, supporters, bloggers, distributors, and others provide an excellent platform to further reach a large and motivated audience.

As you might or might not be aware, the Wild West Brewfest in Katy was formed as a fundraising vehicle to assist others in our local communities. We assist our local FFA chapters by identifying need-based students and providing essential funding to raise, sale, and process animals each school year. In addition, we assist the local Fine Arts departments in identifying economically challenged students and purchasing instruments for the district that allow these students to participate in fine arts activities (such as band). We also use proceeds from our event to support our local food pantry, Katy Christian Ministries, by providing over 3000 pounds of meat for families in need of assistance. As indicated above, over \$1,000,000 has been given away over the last 9 events; we truly are 100% non-profit. Please see our website for much more information on the charities that we support. [Become a sponsor here!](#)

You might know, but to be sure, Rotary is an international service organization of more than 1.2 million business, professional and local community leaders. Rotary's goal is to provide humanitarian service, encourage high ethical standards in all vocations, and help build goodwill and peace in the world. As signified by our motto, "Service Above Self", Rotary's main objective is service — in the community, in the workplace, and throughout the world. This event is one of our major fundraisers for the year and it assists in raising funds for local charities and scholarships, national initiatives, and international endeavors.

I would like you and your team to consider sponsoring this great event in order to further promote your brand. Most assuredly, the benefits for you and your organization will far out way the cost. Our mission for the Wild West Brewfest is to redistribute the profits back into our community to serve the underserved.

I look forward to discussing the details.

Sincerely,

David Loesch

Chairman of the Wild West Brewfest

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