



September 1, 2020

**We are excited to announce the 2021 Ulster County Italian American Foundation Calendar!**

We are definitely experiencing some challenging times. We have been forced to cancel our very popular Italian Festival on the Kingston Strand and are currently working on an alternative for Sunday October 11<sup>th</sup> called "Traveling Trattoria" featuring our local Italian restaurants. Because of COVID-19, our fundraising has been limited and this year our Calendar is even more important to us.

UCIAF was founded five years ago and our foundation now has over 300 active members. Through numerous events, UCIAF preserves, promotes and celebrates our rich Italian culture in Ulster County. Through scholarships, community grants, volunteer programs, classes, partnerships, movies, and a new Community Care program, UCIAF gives back to our community almost daily.

In our third year, the Calendar provides information and promotes our Italian heritage. This year's theme is "Traditions" with outstanding photographs, recipes, Italian sayings and even an "Italian Tutor Page" for language. Some sponsors in our new Annual Sponsorship Program have already procured space in the calendar as part of their single financial commitment. We are still looking for a Calendar Sponsor at \$1000, ten monthly page sponsors at \$250 each, ten monthly box sponsors at \$100 each and numerous \$25 single day greetings (a great way to celebrate a birthday or anniversary). Please see our advertising flyer and order form. Hopefully, the cost of the calendars will be covered by sponsorships and the sale of the calendars will be a substantial fundraiser to support UCIAF's community involvement.

We understand that things are tough for small businesses, but we want to extend these sponsorship opportunities to our membership first. We are looking for more Italian Family Owned businesses including restaurants, travel agencies, community services, real estate agents, construction, wineries, healthcare services, financial services and others to be represented in our beautiful calendar.

In 2020 we lowered the calendar price to just \$5 each (or six for \$25) and the 2021 edition will be available in mid-October. In addition to the printed calendar advertising, the participating sponsors will receive web-based exposure on our popular website, [www.UCIAF.org](http://www.UCIAF.org). These colorful calendars make excellent gifts.

Time is of the essence, so please consider supporting this program **today**. Our deadline for sponsors is September 15<sup>th</sup> and spaces will fill in fast. Placement is on a first come, first serve basis. You can use the attached form or contact a member of our Calendar committee. As a growing foundation, we sincerely appreciate your consideration and support.

If you have any questions about Calendar ad space or our annual sponsorship program, please feel free to contact Les Lombardi, UCIAF President, at 914-388-9652 or [lombardiles@gmail.com](mailto:lombardiles@gmail.com) or a committee member listed below

Sincerely,

A handwritten signature in cursive script that reads "Les Lombardi".

UCIAF PRESIDENT

2021 Calendar Committee: Les Lombardi, Rosalie Sleight, Mary Tuma, Cathy Benham, Gabrielle Euvino  
Annual Sponsorships: Tony Marmo, Nina Postupack