

July 15, 2021



Dear Oktoberfest Sponsor,

IRB Action 2000 is reaching out to all past Oktoberfest Sponsors to update everyone on our Oktoberfest 2021 news. 2020 was a hard year for businesses, communities, families and individuals. We hope you are doing well. We are excited to share the plans to bring our coastal communities together again for our Traditional Oktoberfest Celebration at Kolb Park in Indian Rocks Beach. You have been a great supporter of ours over the years and your past participation as one of our Sponsors has been greatly appreciated.

IRB Action 2000 along with the City of Indian Rocks Beach are once again organizing Oktoberfest on the Beach on October 23, 2021. We are happy to be planning this event after having to cancel last year's event. We want this to be a fun event where we can bring the community together and to help promote our sponsors. We would be thrilled if you would consider again being one of the Oktoberfest Sponsors to help support our efforts. We have several levels of sponsorship participation, please see the attached form for details.

IRB Action 2000 (A2K) is an all-volunteer non-profit 501(c)(3) organization that works to improve and beautify Indian Rocks Beach. During 2020 we did roll out some new projects that benefited our community. One was a free historical walking tour called "[Walk Indian Rocks Beach.](#)" It is a free app-based tour using your smartphone and taking the walking tour at any time. It is about 2 miles and covers 14 historical stops. We worked together with the Florida Humanities Council and the Indian Rocks Historical Museum to develop this tour that showcases our quaint history. We also finished renovations to the Kolb Park Gazebo, where we hold Oktoberfest. The craftsman style details of the gazebo combined with interior lighting and expanded porch allow for great events small and large at Kolb Park.



Thank you for your time and consideration of being a part of our community celebration. Visit us at www.irbaction2000.com.

All the Best,

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