



September 5, 2025

Dear "It's a Wonderful Life" Sponsor,

The filming of the movie "It's a Wonderful Life" turns 79 this year! To commemorate this milestone, the 2024 It's a Wonderful Life Festival is scheduled for December 12 - 14.

Sponsorships play a vital role in the Festival's success. Thanks to the generous contributions of sponsors, along with the support of community businesses and organizations, this unique festival has grown from a beloved local event to an internationally recognized celebration. The It's a Wonderful Life Festival has become the premier occasion to highlight Seneca Falls and its connection to Frank Capra's Bedford Falls.

Most local B&Bs and hotels are already booked for the Festival weekend, a strong indicator of the large turnout we anticipate. We are reaching out to ask you to consider supporting this year's Festival.

With your sponsorship, we are excited to make this the most memorable It's a Wonderful Life Festival yet. A member of the Festival Committee will be in touch within the next two weeks to discuss how we can best partner with your organization.

Sincerely,

The *It's a Wonderful Life Festival* Committee

Haidee Oropallo - Chris Podzuweit - Stephanie Yearsley - Kelly Redder

President

Vice President

Secretary

Treasurer

It's A Wonderful Life Committee • P.O.B. 204, Seneca Falls, NY • TheRealBedfordFalls.com

Phone: 315.215.1610

Email: IAWLFestival@outlook.com



2025

Friday, December 12
Saturday, December 13
Sunday, December 14

2025 IT'S A WONDERFUL LIFE FESTIVAL - 79TH ANNIVERSARY

Benefits	Levels & Benefits						
	CLARENCE	GEORGE BAILEY	UNCLE BILLY	MARY BAILEY	ZuZu	RUTH DAKIN BAILEY	MR. POTTER
	\$5,000 +	\$4,000 +	\$3,000 +	\$2,000 +	\$1,000 +	\$500 +	\$100 +
Street Broadcast Recognition (30 x 20 sec Audio Advertisement slots / 3 Days)	✓	✗	✗	✗	✗	✗	✗
Street Broadcast Recognition (20 x 10 sec Audio Advertisement slots / 3 Days)		✓	✗	✗	✗	✗	✗
Street Broadcast Recognition (10 x 10 sec Audio Advertisement slots / 3 Days)			✓	✗	✗	✗	✗
Event Banner Recognition (Banners displaying Sponsor logo at event locations)	Logo	Logo	Logo	Logo	✓	✓	✗
It's A Wonderful Life - Opoly	7	5	3	2	1	✗	✗
Website Front Page Recognition	✓	✓	✗	✗	✗	✗	✗
Website Sponsors Page Advertisement (Website Image of Sponsor & Webpage with link)	✓	✓	✓	✓	✓	✗	✗
Festival Program Advertisement (2.5"x2" Color Advertisement)	✓	✓	✓	✓	✓	✗	✗
Website Sponsor Page Listing (Sponsors with Webpage with link)						✓	✓
Festival Program Listing						✓	✓

SPECIAL HONOR EVENT

Ruth Dakin Bailey IAWL Parade Grand Marshal	\$1,000
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Please complete the form below and return to:

IAWL Committee, PO Box 204, Seneca Falls, NY 13148 – Please make checks payable to 'IAWL Committee'
Phone: 315.215.1610 therealbedfordfalls.com Email: IAWLFestival@outlook.com

We are pleased to be a sponsor for the 79th Anniversary during the 2025 It's A Wonderful Life Celebration Festival

Clarence	George Bailey	Uncle Billy	Mary Bailey	ZuZu	Ruth Dakin Bailey	Mr. Potter	RDK IAWL Parade
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PLEASE HIGHLIGHT SPONSORSHIP LEVEL - THANK YOU

Business	Contact #
Contact	Email
Address	

FORM CAN ALSO BE COMPLETED ON-LINE @ THEREALBEDFORDFALLS.COM/IAWL-FORMS