



La Crescent Apple Festival, Inc.

P.O. Box 65 | La Crescent, MN 55947 | (507) 895-2800 | www.applefestusa.com

March 1, 2025

Dear Friend of Applefest,

The 2025 celebration of Applefest is on its way and before we know it, it will be here! The Applefest Board of Directors plans to make this year exciting with new events, updated programming, and increased awareness of the business support we receive each year. We are also thrilled to welcome U.S. Cycling's National Gravel Bike Race to La Crescent on Applefest weekend! Organizers expect up to 1,000 cyclists and their families to participate in the race, and many of them will participate in Applefest events as well.

The businesses of La Crescent and the surrounding area play a key role in ensuring that Applefest is successful. Without the financial support of businesses like yours, Applefest would not be able to create a full weekend of family fun. In 2025, we look forward to continuing this relationship with you!

Enclosed is the information for this year's Orchard Club Membership and the official Orchard Club Membership Pledge Form. There are many pledge options, and, in turn, thank-you packages. We have updated event sponsorship options as well. Please complete your form and return to:

La Crescent Applefest
P.O. Box 65
La Crescent, MN 55947

New this year: If you'd like to pay your membership with a credit card, visit applefestusa.com/orchard-club or scan the QR code at the bottom of the pledge form.

In order to ensure that your company receives all of the items included in your thank-you package, your sponsorship pledge form and payment must be returned by May 31st, 2025 to guarantee all package options. Advertising that is provided as a thank you is deadline specific, so please return these forms soon! We plan to deliver packages to your business in mid-August so you have ample time to admire your member buttons & plaques and plan for *your* business' event.

If you have questions regarding the Orchard Club Membership program, please do not hesitate to email me at orchardclub@applefestusa.com or reach out on our Facebook page.

Thank you for your support,

Amy Schuster
2025 Orchard Club Chairperson
La Crescent Apple Festival, Inc.