



Dear Neighbor,

On **July 13, 2024, 10 am to 4 pm**, the American Independence Museum (AIM) will host the **34th Annual American Independence Festival** in downtown Exeter with first-person historic reenactments, working Traditional Artisans Village, military demonstrations, kids games, and more.

Fun and inspiring for all ages, the Festival connects the past with the present in creative and unique ways. What can we learn from our colonial past that can help us better understand the present? What really led to the Revolutionary War? What was life like during colonial times? How is this all relevant today?

In keeping with our 3-year theme, *We Are One*, we hope to involve you and your business in this community-wide event, which historically attracts 3,000+ people to downtown Exeter.



The Marketplace

The Marketplace takes place on Water St., which will only be open to foot traffic. Within the Marketplace, downtown and local businesses, craftspeople, and area nonprofits, will set up tents and hock their proverbial wares. **Space in the Marketplace is free for downtown Exeter businesses and \$75 for nonprofits and craftspeople/businesses.**



WHERE YOU COME IN

As a downtown or local business, you have the opportunity to participate in the Marketplace, which showcases the unique cultural, historic, and recreational value of Exeter as a destination from across New England and beyond. If you want to get your brand in front of people, this Marketplace is THE place to do it, as we expect between 3,000 and 6,000 visitors this year.

GET INVOLVED IN THE MARKETPLACE

Please check any of the boxes below that match your interest(s):

- I would like a 10' by 10' tent space on Water St.
- I would like to help plan and set up the Marketplace
- I would like to have a sidewalk sale in front of my downtown business
- I would like to sponsor the Festival with a financial contribution (in return for marketing exposure)

Your Name: _____

Business Name: _____

Your Contact Information: _____

To return this form to the American Independence Museum, you may email it to Kim Davies, Development Associate, at development@independencemuseum.org have questions, you may also call (603) 772-2622.

Please let us know by June 1st if you would like to be involved so we can promote your business in Festival marketing and social media. Thank you very much.

American Independence Museum Board of Governors