



February 2010

Dear Hickory Business Owner:

The City of Hickory, with "City Map Publishing", is printing **10,000** copies of a new, detailed, street map of the City of Hickory and the immediate surrounding area. The Hickory area will be highlighted and all changes will be reflected on the new map. We are proud to be announcing the "City Map Publishing" to promote our three-time "All-America City" with no burden to our tax paying citizens. The City of Hickory will receive 5,000 free maps and none of the proceeds will go to the City of Hickory.

Bordering both sides of the map, business cards will be arranged categorically to highlight local businesses. In addition to promoting the businesses and regional amenities, current programs and activities will be displayed with a directory of important phone numbers and community information. This publication is extremely useful and it is a valuable resource for reaching residents and businesses. New residents spend nine times more in the first year than established residents. This is an excellent way to reach them with your advertising message.

The maps will be available, **free**, at City buildings, banks, restaurants, real estate firms, schools, churches, charities & other high-traffic areas. Each participating advertiser will receive a **free** supply of 25 folded maps with a counter top display dispenser.

Marketing and advertising space is limited and allocated on a first-come, first-serve basis. It is not uncommon for a community of our size to sell out the sponsorship opportunities within 5 business days. **Act now by filling out the form below and faxing this letter today or call 1-800-530-0307 referring to the "Hickory Map Project".**

Thank you in advance for your support of this worthwhile project.

Sincerely,

Mayor Rudy Wright
Hickory, NC

Don't Delay! Fill out this form and fax this letter to: 1-866-621-9255

_____ *Please call on us first about prime position options on the Hickory City Map Project.*

_____ *We would like to hear more. Please call to provide information on the Hickory City Map Project.*

Print Firm Name: _____ **Phone:** _____

Contact Person: _____