

**THE ORIGINAL TERLINGUA INTERNATIONAL  
FRANK X. TOLBERT – WICK FOWLER MEMORIAL  
CHAMPIONSHIP CHILI COOKOFF, INC.**



EVENT ORIGINATED 1967

TRADITION n. 1. *the handing down of statements, beliefs, legends, customs, etc., from generation to generation, esp. by word of mouth or by practice.*

Dear Friends:

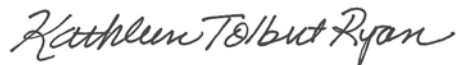
All of us are associated with traditions that have a personal "spot" in our lives, maybe through a school, a holiday or an event. Traditions are important, but more important is a tradition with a purpose! That is what I want to discuss with you--a 45 year-old tradition with a purpose.

Forty-five years ago, on the first weekend of November, Wick Fowler, Frank X. Tolbert, H. Allen Smith and a host of other "chili heads" staged the very first Original Terlingua Chili Cookoff. The tradition continues in 2011! The purpose is not only to celebrate the gastronomic delights of that wonderful American culinary invention, chili, but to continue to help find a cure for Amyotrophic Lateral Sclerosis, ALS, aka Lou Gehrig's disease—the malady that took the life of our own Wick Fowler. We are asking for your assistance and sponsorship in this endeavor. Not only will you assist in keeping a Texas tradition alive, but more importantly, you will help in the fight against a terrible disease, ALS.

Sponsorship includes tickets to The Original Terlingua Chili Cookoff held in the beautiful Big Bend area of Texas and to all the special music venues; the opportunity to participate as a judge in many of the cooking contests; your company name highlighted in all radio advertising and printed materials; special recognition on our 45<sup>th</sup> Celebration Collector's Edition Poster, tee shirts and more. Most important—your sponsorship fee is helping find the cure for this terrible disease. These funds will be used for research, equipment, and patient needs through the South Texas ALS Association

**WE NEED YOUR HELP!!** Join us for all the cookoff events in Big Bend. Please assist us in keeping traditions alive and in finding a cure for Amyotrophic Lateral Sclerosis. Much obliged!

With Friendship,



Sponsorship Form and Return Envelope Enclosed.