



Ride Sponsorship Information

2012 SVEF Mt. Charlie Challenge Fundraising Bike Ride

Gold Sponsor - \$1,000

- Larger Logo on Bike Ride Shirts
- 100 Raffle Tickets, plus 20 Bonus Raffle Tickets
- Logo on All Materials
- Press Release Listings
- 2 Bike Ride T-shirts
- Promotion of Your Business at Every Opportunity
- Skypark booth/vendor opportunities**

Silver Sponsor - \$500

- Logo on Bike Ride Shirts
- 50 Raffle Tickets, plus 10 Bonus Raffle Tickets
- Logo on All Materials
- Press Release Mention
- Bike Ride T-shirt
- Skypark booth/vendor opportunities**

Bronze Sponsor - \$250

- Name on Ride Shirts
- 25 Raffle Tickets, plus 5 Bonus Raffle Tickets
- Bike Ride T-shirt

History: This is the 10th annual Mt. Charlie Challenge, which has raised over \$100,000 for school programs.

Who: Dozens of volunteers and participants committed to raising funds for Scotts Valley public schools.

What: Three different distances: 100K, 50K and 100-mile. Start and finish at Skypark in Scotts Valley, with rides in beautiful Santa Cruz County. Children's ride and family activities in Skypark, including a post-ride BBQ and concert.

When: Saturday, May 5th, 8:00 a.m. for all riders. SAG support until 2 p.m.

Why: Scotts Valley public schools need to raise additional money to maintain current programs.

- How:** Money is raised four ways:
- Riders' Registration Fees (\$75 each through April 20)
 - Riders are encouraged to raise funds by soliciting sponsorships and raffle sales
 - Corporate and Individual Sponsors
 - Raffle Ticket Sales

****Gold and Silver Sponsors may also set up and man their own table or booth in a designated area near the after-ride lunch and concert, with their own signs, advertising and promotional items. Sponsors wanting to sell any items at their booth must obtain prior permission from the MCC Planning Team.**

SPONSORS OF SPECIFIC EVENTS AND ACTIVITIES

Gold, Silver and Bronze Sponsors of Mt. Charlie Challenge may also apply their donations to sponsor any of Mt. Charlie Challenge's specific events and activities listed below. The sponsorship levels for each event or activity are shown below. If questions, contact Dean Schwartz at dss0771@gmail.com or 831/426-4363, or Martina Hawthorn at martinahawthorn@aol.com or 831/247-9616.

\$1250

100-Mile Ride
100K Ride
50K Ride
BBQ Lunch
Beer and Wine Concession
Featured Band Performance
Video Gaming Truck

\$1000

SVHS Student Bands
SVHS Drum Line During Check-In
Check-In Continental Breakfast
Children's Bike Ride
Children's Park Activities (Safety Class,
Bike Registration, Arts and Crafts)

\$750

Rest Stops: Mountain Bible Church; Corralitos; Aptos Fire Station;
Rancho Don Bosco; Frandle's Vineyard; plus New 100M Location
SAG Support Vehicles
Rider's T-Shirts
Rider's Goodie Bags
Mt. Charlie Challenge Raffle

**100% of funds raised goes to Scotts Valley Public Schools. Website: www.svef.net
Make checks payable to: Scotts Valley Educational Foundation or SVEF**



Scotts Valley Educational Foundation is a 501(c)(3) tax-exempt organization, status number 77-0006718.