



Dear Sponsor,

We are launching our 2010 Mtn. Charlie Challenge Pledge Bike Ride and looking for this year's sponsors. Since you were a sponsor last year, we would like to give you the opportunity to get on the first printing of our poster that will go out announcing the bike ride.

We will be printing and distributing 11x17 posters all over Scotts Valley, Los Gatos, and Santa Cruz County, advertising in the local newspapers, and sending out emails to our 2200 person database. Your name or logo would also be added to our annual t-shirt.

Below is a list of the levels of sponsorship:

Gold Sponsor...\$1,000

- Larger Logo on Bike Ride Shirts
- Logo on All Materials
- Press Release Listings
- Promotion of Your Business at Every Opportunity
- 100 Free Raffle Tickets
- plus Bonus 20 Tickets
- 2 Bike Ride Shirts

Silver Sponsor...\$500

- Logo on Bike Ride Shirts
- Press Release Mention
- plus Bonus 10 Tickets
- 50 Raffle Tickets
- Bike Ride Shirt

Bronze Sponsor...\$250

- Name on Ride Shirt
- 25 Raffle Ticket
- Bike Ride Shirt
- plus Bonus 5 Tickets

• Checks payable to:

Scotts Valley Educational Foundation
(501(c)(3) tax-exempt status number 77-0006718)

Please contact Aura Clendenen at 247-4805 clendenen@earthlink.net, or Mike Rein at 440-9835 mike@reinlaw.net, should you have any questions.