

Sponsorship Opportunities
Walt Gray Ride for Kids
Benefitting Four Local Children's Charities
August 23, 2009



Road Warrior - Presenting Sponsor \$25,000

- Presenting Sponsor logo on participant wristbands
- Presenting Sponsor logo on registration forms
- Presenting Sponsor logo placement on all event related collateral materials including poster & save-the-date card
- Acknowledgement as Presenting Sponsor in press releases, media promotions and e-blasts
- Presenting Sponsor logo placement on all event related print ads
- Company on official event websites: Walt Gray Ride For Kids and Walt Gray Ride For Kids Online Registration
- Presenting Sponsor logo featured on event signage
- Sponsor has opportunity to hang banner in prominent area at the Saturday pre-ride party, Sunday registration site and Sunday event venue (*sponsor to provide banners*)
- Presenting Sponsor logo on commemorative t-shirts
- 20x20 premium display space at all THREE of the following: Saturday pre-ride party, Sunday registration site and Sunday event venue (*sponsor to provide staff and materials*)
- Frequent mention by MC throughout the event as the Presenting Sponsor
- Twenty (20) admission tickets
- Twenty (20) 2009 exclusive ride pins
- Twenty (20) 2009 commemorative t-shirts
- Sponsor recognition plaque
- Right of first refusal to continue Presenting Sponsors partnership in 2010

Born To Ride - Title Sponsor \$10,000

- Title Sponsor logo placement on save-the-date cards
- Title Sponsor logo placement on all event related print ads
- Title Sponsor acknowledgement in press releases, media promotions and e-blasts
- Title Sponsor logo placement on event posters
- Title Sponsor logo placement on commemorative event t-shirts
- Sponsor has opportunity to hang banner in prominent area at the Saturday pre-ride party, Sunday registration site and Sunday event venue (*sponsor to provide banners*)
- 10'x 10' vendor display space at all THREE of the following: Saturday pre-ride party, Sunday registration site and Sunday event venue (*sponsor to provide staff and materials*)
- Company listed on official event websites: Walt Gray Ride For Kids & Walt Gray Ride For Kids Online Registration
- Ten (10) admission tickets to the Walt Gray Ride For Kids
- Ten (10) 2009 exclusive ride pins
- Ten (10) 2009 commemorative t-shirts
- Title Sponsor logo placement on event venue signage
- Company mentioned live during event
- Recognition plaque

2009 Benefitting Nonprofits:

Hope Productions Foundation, Make-A-Wish Foundation of Sacramento & Northeastern California,
Mustard Seed School and Sacramento Children's Home

www.waltgray.com

Big Dog Rider - Major Sponsor \$5,000

- Company logo placement on all event related print ads
- Recognition in press releases, media promotions and e-blasts
- Company logo on event posters
- Company logo on commemorative event t-shirts
- Sponsor has opportunity to hang banner in at the Saturday pre-ride party, Sunday registration site and Sunday event venue (*sponsor to provide banners*)
- 10'x 10' vendor display space at TWO of the following: Saturday pre-ride party, Sunday registration site OR Sunday event venue (*sponsor to provide staff and materials*)
- Company listed on official event websites: Walt Gray Ride For Kids & Walt Gray Ride For Kids Online Registration
- Six (6) admission tickets to the Walt Gray Ride For Kids
- Six (6) 2009 exclusive ride pins
- Six (6) 2009 commemorative t-shirts
- Company logo on event venue signage
- Company mentioned live during event
- Recognition plaque

Easy Rider - Event Sponsor \$2,500

- Company listed on event posters
- Company listed on commemorative event t-shirts
- 10'x 10' vendor display space at ONE of the following: Saturday pre-ride party, Sunday registration site OR Sunday event venue (*sponsor to provide staff and materials*)
- Company listed on all pre-event e-blasts
- Company listed on official event websites: Walt Gray Ride For Kids & Walt Gray Ride For Kids Online Registration
- Four (4) admission tickets to the Walt Gray Ride For Kids
- Four (4) 2009 exclusive ride pins
- Four (4) 2009 commemorative t-shirts
- Company listed on event venue signage
- Company mentioned live during event
- Recognition certificate

Long Rider - Ride Sponsor \$1,000

- Company listed on all pre-event e-blasts
- Company listed on official event websites: Walt Gray Ride For Kids & Walt Gray Ride For Kids Online Registration
- Two (2) admission tickets to the Walt Gray Ride For Kids
- Two (2) 2009 exclusive ride pins
- Company listed on event venue signage
- Company mentioned live during event
- Recognition certificate

2009 Benefitting Nonprofits:

Hope Productions Foundation, Make-A-Wish Foundation of Sacramento & Northeastern California,
Mustard Seed School and Sacramento Children's Home

www.waltgray.com

2009 Walt Gray Ride for Kids

Sponsorship Reply Form
August 23, 2009



Yes, I wish to participate in the 7th annual Walt Gray Ride for Kids event benefiting four children's charities in the following category:

- Road Warrior - Presenting Sponsor \$25,000
- Born To Ride - Title Sponsor \$10,000
- Big Dog Rider - Major Sponsor \$5,000
- Easy Rider - Event Sponsor \$2,500
- Long Rider - Ride Sponsor \$1,000
- Please accept my donation of \$_____

Company or Individual Name : _____

Address: _____ City: _____ Zip: _____

Telephone: () _____ Fax: () _____

Individual to Contact: _____

Email Address: (for reminders and updates) _____

Please see attached Publicity Timeline.

Full payment of \$_____ enclosed, made payable to "Walt Gray Ride for Kids" or
Invoice Me \$_____ to be mailed and payable 30 days prior to event
Charitable tax I.D. # 26-2365867

Date: _____ Signature: _____

Fax: 916.782.4681 Attention: Ancelle Contreras

Hope Productions Foundation
1098 Melody Lane, Suite 202, Roseville, CA 95678
916.782.4673
www.waltgray.com

2009 Benefitting Nonprofits:

Hope Productions Foundation, Make-A-Wish Foundation of Sacramento & Northeastern California,
Mustard Seed School and Sacramento Children's Home



Walt Gray Ride for Kids 2009 Publicity Timeline

Item	Sponsor Commitment Due
Save-the-date Postcards	Friday, June 12
Posters	Friday, July 17
Sacramento Business Journal Ad	Friday, July 31
Walt Gray Ride for Kids website (waltgray.com)	Monday, August 3
Sacramento Business Journal Ad	Friday, August 7
Event T-shirt	Monday, August 10
Event Venue Signage	Wednesday, August 12
Eblasts	sent every other week
Registration website (waltgrayride.org)	updated weekly
Press Releases	ongoing