



**Wednesday, July 15, 2009**

**Re: Donation Request for Rosland Fat Tire Festival**

The Rosland Mountain Bike Society proudly presents the first annual Rosland Fat Tire Festival this Labour Day weekend – September 5<sup>th</sup> and 6<sup>th</sup>. The Festival is for all ages and skills sets and open to people from all over. The goal of the event is to bring together local businesses, families and local riders for an active, fun-filled day exploring our beautiful outdoor playground.

The Rosland Fat Tire Festival is a not-for-profit event. All sponsorship donations will help provide an exceptional experience for riders, volunteers, spectators and the community. There are four levels: Gold, Silver, Bronze and Supplier. The following page details these levels. Please do not hesitate to contact us if you would like further details.

Taking place in Rosland BC, the event will consist of three contests: The Dreadhead xc/downhill race; The Huck n' Berries Bike Jam Slope style event; and The Seven Summits Poker Ride. The Rosland Mountain Bike Society has assembled an experienced team of community volunteers to make this race a success in its inaugural year. This team consists of:

- Rory Belter, Hunk n' Berries Bike Jam Event Organizer
- Ryan Kuhn, Founder/Director Kamloops Bike Riders Assn., Red Bull Psychosis race organizer, sponsored racer
- Tyler Merringer, owner/manager Revolution Cycles & Service Inc.
- Aaron Molloy, Executive Chef at Drift Izakaya- Food and Beverage
- Phil Patterson, Red Mountain Racers- Timing
- Stewart Spooner, Trail Manager for the Kootenay Columbia Trail Society
- Deanne Steven, Executive Director, Tourism Rosland

For more information please contact, Deanne Steven 250 362-5666 or Aaron Molloy 250 512 1839.

Sincerely,

The Rosland Mountain Bike Society

[www.roslandfattirefestival.com](http://www.roslandfattirefestival.com)

[info@roslandfattirefestival.com](mailto:info@roslandfattirefestival.com)

**Gold Level- Investment of \$1500 in cash or \$3000 in kind**

- Prominent logo on event T-shirt
- Prominent logo on event posters
- Prominent logo and links on website
- Prominent logo on grab bag
- Logo in all promotional and paid media
- Category exclusivity (i.e. We will not accept another sponsorship from your competitors)
- Large scale logos on banners throughout the course and party location
- Right to use logo and name for duration of the sponsorship
- Right to provide swag to racers
- Medal presentation opportunity
- Public recognition and Thank You as sponsor at start, finish and award ceremonies
- 2 complimentary entries into race

**Silver Level- Investment of \$1000 in cash or \$2000 in kind**

- Logo on event T-shirt
- Logo on event posters
- Logo in all promotional and paid media
- Logo space on website
- Medium scale logos on banners throughout the course and party location
- Right to use logo and name for duration of sponsorship
- Right to provide swag to racers
- Public recognition and Thank You at start and finish line

**Bronze Level- Investment of \$500 in cash or \$1000 in kind**

- Logo on event T-shirt
- Logo on event posters
- Logo in all promotional and paid media
- Logo space on website
- Small scale logos on banners throughout the course and party location
- Right to use logo and name for duration of sponsorship
- Right to provide swag to racers
- Public recognition and Thank You at start and finish line

**Supplier Level- 'in-kind' donation of \$750 value**

- Logo on event T-shirt
- Logo on event posters
- Logo space on website
- One 10' x 3' banner space at start, finish and after party locations
- Right to use logo and name for duration of sponsorship
- Right to provide swag to racers
- Thank You at start and finish line