



## 8th Annual

# Alpine Challenge

### Dear Prospective Sponsor:

We have exciting news that is sure to draw a record number of riders for the 8th Annual Alpine Challenge. For the first time we are having a celebrity rider!

Andy Hampsten, winner of the 1988 Giro d' Italia and the Alpe d' Huez stage of the 1992 Tour de France, will be joining us for our Alpine Challenge. Participants can look forward to riding with Andy and meeting him after the ride.

Serious riders will be challenged by nearly 6,000 feet of climbing in the 62 mile Descanso Ride and can chose to take it to the next level of achievement with the 72 mile Pine Valley Ride which adds an additional 1,000 feet of climbing!

There is also both a 20-mile and 30-mile ride designed to promote camaraderie and significant accomplishment for new and weekend riders with almost 3,000 feet of climbing.

***Shouldn't you be there, too?***

The Alpine Kiwanis Foundation and the Roel Construction Company encourages you to join with our other sponsors to support the 8<sup>th</sup> Annual Alpine Challenge scheduled for **Saturday, April 26, 2008**. In addition to being a major fundraiser, this is one of the premier road riding events in California!

Since ALL of the proceeds benefit Rady Children's Hospital San Diego and the Alpine Challenge Scholarship Fund, sponsors and sponsorships are especially important to us. Each year, a major portion of the funds from the event will finance two years of college or continuing education for at least two students, so you can feel comfortable knowing your time, effort, money and products are put to good use. More information on the beneficiaries can be found on our website, [www.AlpineChallenge.com](http://www.AlpineChallenge.com).

We have designed several sponsorship levels to meet a variety of business opportunities. These include cash, product or service donations. Obviously, the sooner we get your sponsor commitment, the more opportunities we have to help promote your name and participation. We promote this event with **flyers, posters, e-mails, in newspapers and magazines**, and at **other cycling events** throughout San Diego County and the Western United States. We also promote our sponsors through our website and during the ride..

We have attached sponsorship descriptions and an application form for your review. As a non-profit organization, your donation is tax deductible to the full extent allowed by law. Please feel free to contact us with any questions or concerns at (619) 445-4996, by email at [info@AlpineChallenge.com](mailto:info@AlpineChallenge.com) or through our website. We would be happy to talk with you at any time to help you choose the level of sponsorship that best benefits your business. We can also describe the various products we require in supporting the riders during the event. You may also fax your form to us at (619) 445-4688 and someone will contact you.

We look forward to adding you to our list of valuable sponsors. We're working hard on the next Alpine Challenge ride, and we'll work just as hard to ensure a successful partnership with your organization.

Happy Cycling!

Ed Paul  
Event Director

*The Alpine Challenge ride is a fundraising effort by the Alpine Kiwanis Foundation, a 501(c)(3) California non-profit corporation (Tax ID 68-0592860). The event is managed by the Kiwanis Club of Alpine and generously sponsored by Roel Construction Company. All donations are deductible to the fullest extent allowed by law.*



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## Levels of Sponsorship

### In-Kind Donations

It takes a lot of time and effort to put on an event such as the Alpine Challenge. These are freely donated.

Sponsors provide money but, just as important, they can provide goods and services for the event.

Riders require lots of water and nourishment during the ride, a satisfying meal and drinks after the ride, and they always appreciate the "goodies" in their swag bag.

Another area for support are the raffle prizes given to riders at the park.

It's an important success factor and we welcome your donations and suggestions.

### Gold Sponsor \$500+

- Booth at event
- Onsite signage opportunity
- Onsite mentions
- Two (2) complimentary ride entries
- Flyers and posters provided for your display
- Coupon or product included in participant bag
- Logo on web site

### Platinum Sponsor \$1,000+

All the above, plus:

- Logo/Name on T-Shirt
- Logo/Name on SAG stop signage

### Ruby Sponsor \$2,500+

All the above, plus:

- Upgraded booth location
- Two (2) additional complimentary ride entries (4 total)
- Mailing list of attendees' names
- Name on posters

### Diamond Sponsor \$5,000+

All the above, plus:

- Two (2) additional complimentary ride entries (6 total)
- Logo on ride jersey (deadline is February 15th)

Special order item  
sold to riders



### Booth at event \$50

- **Host a booth to sell or showcase your products!**

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## Sponsorship Form

### Level of Sponsorship desired:

- Gold (\$500+)                       Ruby (\$2,500+)
- Platinum (\$1,000+)               Diamond (\$5,000+)
- Booth at event:    Yes       No

**Company Name:** \_\_\_\_\_

**Key Contact:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City/State/Zip:** \_\_\_\_\_

**Phone:** (\_\_\_\_) \_\_\_\_\_ **Fax:** (\_\_\_\_) \_\_\_\_\_

**E-mail:** \_\_\_\_\_

**Web site URL:** \_\_\_\_\_

**Other Contact:** \_\_\_\_\_  
*(if different than above)*

**Authorized Signature:** \_\_\_\_\_

### Form of Payment

**Check**

Make payable to:  
Alpine Kiwanis Foundation

**Credit Card**

Card # \_\_\_\_\_

Expiration Date: \_\_\_\_/\_\_\_\_

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

**Mail to:** Alpine Kiwanis Foundation  
PO Box. 704  
Alpine, CA 91903