



April 15, 2006

Dear Sponsor,

We are planning the 4th Annual **SpokerRide for Life** on July 29th, 2006 starting in Sackets Harbor, NY. This benefit ride for the Lance Armstrong Foundation and the American Cancer Society will be on bicycles and there will be 2 courses, a 30-mile beginner/intermediate, and a 50 mile advanced course. Participants will stop at designated "pickup" points to get cards, and the person with the best hand at the end of the ride will win the "grand" prize. There will also be awards for those who wish to compete for the fastest time in different age and sex divisions.

We are looking for corporate sponsors to help underwrite the cost of t-shirts, prizes and awards for participants. This is a great opportunity for your company to help out a worthwhile cause, as well as get some good visibility locally.

Enclosed you will find a sponsor rate sheet, and a brochure. These will explain the race in more detail, and of course if you have any questions, please don't hesitate to contact me. You can also find out more about the SpokerRide by going to our web site www.spokerride.net

If you do choose to sponsor this very worthwhile cause, please contact me at 315-788-5228 or at jeff@freewood.net for payment information. If you are paying by check please make your check out to the **Family YMCA** and put **SpokerRide 2006** in the memo field, and send the check to the address listed below. All sponsors will have their logo on the race shirt going out to all participants, so be sure to contact me no later than July 1st 2006. If you were a sponsor in last years race – **thank you for all of your support** – your generosity made last years race a tremendous success with over \$5,000 raised!

On behalf of all those whose lives are affected by cancer, I thank you for your support – with your donation we can make a positive impact on the lives of all cancer survivors.

Sincerely,

Jeff and Steve Wood
Co-Chair, NCAC

16260 Ives Street Road Watertown, New York 13601 315-788-5228
poker@freewood.net
www.spokerride.net



Live to Ride, Ride to Live



North Country against Cancer

SPONSOR RATE SHEET

Yellow Jersey Level: \$1,000.00 and/or equivalent value in prizes.

Yellow Jersey Level sponsor(s) are the major sponsor for the event. A Yellow Jersey Sponsor will receive joint sponsorship and maximum event exposure up to and on the day of the event. All marketing releases and the most prominent display of your logo will be on all material, T-shirts, etc. Complimentary passes (10) for the after race party will be provided. Also, as many as 5 company marketing items and informational material will be allowed in race kit. Sponsor will also receive complimentary T-Shirt and LiveStrong bracelet.

Green Jersey Level: \$500.00 and/or equivalent value in prizes.

Green Jersey Level sponsors receive the following:
Large size logo (sponsor provided) on Back of T-Shirt (Logo can be up to 2" high). First 2 Gold sponsors can have space on side of T-Shirt. Logo will appear on all marketing flyers, newspaper ads, and company will be mentioned in all radio and TV announcements.
Company can place up to 5 marketing items or company informational material in race kit for entrants.
Complimentary passes (5) for the after race party.

Polka Dot Jersey Level: \$250.00 and/or equivalent value in prizes.

Polka Dot Jersey level sponsors receive the following:
Medium size logo (sponsor provided) on back of T-Shirt. (Logo can be up to 1" high). Company name will be listed on all race day material given to entrants. Company can place up to 3 marketing item or company informational material in race kit for entrants.
Complimentary passes (5) for the after race party.

White Jersey Level: \$100.00 and/or equivalent value in prizes.

White Jersey level sponsors receive the following:
Small size logo (sponsor provided) on back of T-Shirt. (Logo can be up to 1/2" high). Company name will be listed on all race day material given to entrants. Company can place up to 1 marketing item or company informational material in race kit for entrants.
Complimentary passes (5) for the after race party.

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