



May 14, 2010

Re: Donation Request for Rossland Rubberhead Bike Festival

The Rossland Mountain Bike Society proudly presents the Rossland Rubberhead Bike Festival this Labour Day weekend – September 4th and 5th. 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 Rossland 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 Rossland BC, the event will consist of three contests: the Dreadhead xc/downhill challenge; the Huck n' Berries Bike Jam Slope style event; and the Seven Summits Poker Ride. This year we are also adding a kids event and a "Bike-In" (Watching bike movies on a giant outdoor screen with music, beer garden and food). The Rossland Mountain Bike Society has assembled an experienced team of community volunteers to make this race successful again this 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 Rossland
- Renee Clark, Rossland Chamber of Commerce, Volunteer Coordinator

With regards to promotion of the event, last year we had 2,373 Unique Visits to website, 9,047 Pageviews. In addition to updating the website, we also plan on doing a first run of posters by April 1st, for distribution to the Okanagan, East and West Kootenays, Vancouver and Spokane area thru bike shops and bike clubs in those areas. This would coincide with the launch of our new trails map.

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

Sincerely,
The Rossland Mountain Bike Society
www.rosslandrubberhead.com
info@rosslandrubberhead.com

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

- Available banner space
- Prominent logo on event T-shirt
- Prominent logo on event posters
- Prominent logo and links on website
- Logo in all promotional and paid media
- Category exclusivity (i.e. We will not accept another sponsorship from your competitors)
- 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

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

- Available banner space
- Logo on event T-shirt
- Logo on event posters
- Logo in all promotional and paid media
- Logo space on website and link to site
- 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

- Available banner space
- Logo on event T-shirt
- Logo on event posters
- Logo in all promotional and paid media
- Logo space on website and link to site
- 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 space on website
- Right to use logo and name for duration of sponsorship
- Right to provide swag to racers
- Thank You at start and finish line