



6240 La Pas Trail
Indianapolis, Indiana 46268-2509
317-682-4944
Fax 317-682-4944 x105
www.Pink-4-Ever.org

Dear Business Owner or Executive:

Pink•4•Ever is making plans for their 1st annual Ride 2 Survive. The success of an event like this is credited largely to sponsors, who lend their names and financial support to the event. The money we raise goes to provide resources, education, support and access to clinical screening services for all individuals affected by breast cancer and this year's goal is \$350,000 dollars.

By participating as a sponsor, your organization will benefit from extended exposure through media campaigns and promotional efforts directed toward the supporters of Pink•4•Ever. For a small donation, you'll be able to enjoy excellent exposure to this important segment of your target audience.

We have various levels of sponsorship packages, as detailed on the enclosed sponsorship commitment form. You can select the level of participation that best meets your needs, and be secure in the knowledge that your sponsorship fee will be used to help Pink•4•Ever fund outreach initiatives in the community.

We're counting on your support, and will be happy to answer any questions you may have. Please return your sponsorship commitment form in the enclosed envelope or fax it to 317-328-2884. Thank you in advance for your willingness to support the efforts of Pink•4•Ever and make a difference in the community.

Sincerely,

Ashley Dodd
Executive Program Coordinator

2010 Sponsorship Opportunities

Sponsorship opportunities exist at various levels with increasing benefits at each increment. We also offer unique opportunities for sponsors to support Ride activities such as lunch, survivor activities, and bike show. Please contact us if you would like more information about these opportunities. If you do not see a sponsorship package that fits your company's needs, packages can be customized to fit your company's requirements. We welcome your questions and ask you to join us in the fight.

An early commitment ensures inclusion in all appropriate advertising and collateral materials.

Sponsorship Levels & Marketing Opportunities

	PLATINUM \$25,000+	GOLD \$20,000 - \$24,999	SILVER \$15,000 - \$19,999	BRONZE \$10,000 - \$14,999	MEDIA \$5,000 - \$9,999	EVENT SPONSOR \$1,500 - \$4,999	FRIENDS \$300 - \$1,499
Logo in Community Paper	•						
Logo in Lady Star							
Complimentary 1 day hopper passes to Walt Disney World	2						
Opportunity to display company banners on day of Ride	5	3	1				
Public Announcement on day of Ride	•	•	•	•	•	•	•
Events passes, shirts, & lunch	12	10	8	6	4	2	2
Logo or Name on Ride Posters/ Flyers	Logo	Logo	Logo	Logo	Logo	Logo	Name
Logo or Name on T-shirts	Logo	Logo	Logo	Logo	Logo	Logo	
Complimentary table space at expo	•	•	•	•	•	•	
Company name in media materials	•	•	•	•	•	•	
Company Logo/Link on website	•	•	•	•	•	•	
Newsticker	•	•	•	•	•	•	•

In-Kind Sponsorship

Our goal is to underwrite Ride expenses through both cash and in-kind contributions. This ensures that more money can go toward the fight against breast cancer. In-kind contributions needed include:

Advertising, Printing, Prizes for fundraisers, Food, Shipping Supplies, Sound System, Staging, Signage

Can't Sponsor This Year?... Then Form a Corporate Team!

Encouraging team participation among employees is a wonderful way to support your employees and an important cause that impacts their lives. Invite your employees to Ride or participate for their friends' and families' lives—it strengthens morale, promotes team-building, and promotes proactive health care among the community. Team registration opens mid April on the Pink-4-Ever website, www.pink-4-ever.org.

Donation Amount: \$ _____

Sponsor _____

Address _____

Contact Person _____ Phone _____ - _____ - _____

E-Mail _____

Checks Must be made Payable to: "Pink-4-Ever, Inc" and please put "Ride 2 Survive Sponsor" in the Memo Line of the check. IRS regulations require that registration fees and ticket prices are deducted from sponsorship totals for tax purposes. To comply with new IRS requirements, we wish to advise you that the tax-deductible amount of your contribution for Federal Income tax purposes is limited to the excess of the amount of money plus the value of any noncash property contributed by you over the value of the goods and services provided by Pink-4-Ever, Inc.

Please mail this completed form back with your donation to:

Pink•4•Ever, Inc
6240 La Pas Trail
Indianapolis, IN 46268
ATTN: Pink-4-Ever Ride 2 Survive

Please visit us at www.ride2survive.net

For more information on the 2010 Pink-4Ever Ride 2 Survive, please contact Ashley Dodd at Pink-4-Ever (317)682-4944 or ashley.dodd@pink-4-ever.org