



Denver Area Local Championship

JUNE 2-3, 2012

www.smhsbd.com

Contact Jerry Stander at 303-791-1900 or
SoapBoxDerby@Standers.com
for more information

History

The Soap Box Derby is an energizing, youth oriented national program that is second in longevity only to the Indianapolis 500. The first Soap Box Derby race was held in 1934 in Dayton, Ohio and now The All American Soap Box Derby has races in 43 states, 5 countries and involves well over 10,000 children nationwide. The goals of the Soap Box Derby program have not changed since it began. The purpose is still to teach youngsters some of the basic skills of workmanship, the spirit of competition and the perseverance to finish a project once it has begun.

Who we are

The SERTOMA Mile High Soap Box Derby (an extension of the Sertoma Promotions Club) is comprised of 100+ volunteers, many sponsoring companies, and local Sertoma clubs, that all join together to support 50+ racers from the Denver Metro area. The Sertoma Mile High Soap Box Derby is a sanctioned race of the All American Soap Box Derby.

Sertoma is known for its dedication to community outreach, primarily in the area of hearing impairments and preventing hearing loss in children. To help with this cause, some cars will be driven by children with hearing impairments or hearing loss. In the past, over half of the cars were driven by children with hearing impairments. A new division was added in 2008 to our racing format, Super Kids, which accommodates participants with challenges who otherwise would not have the opportunity to race.

The Competition

Boys and girls, ages 7 to 17, will build their racers under adult supervision and prepare to race in this spectacular local championship. The winners of the SERTOMA Mile High Soap Box Derby race will have the privilege of representing your company and the Denver Metro area during the weeklong festivities of the All-American Soap Box Derby race in July 2012 in Akron, Ohio. These cars are constructed from spec built kits made to exact specifications for ultimate competition. The children drive their racecars down a city street hill that has been converted into a racetrack where gravity is the only source to propel the cars. This racing requires extreme skill in using the forces of gravity to their advantage. The cars will reach speeds from 22 to 30 miles per hour. There are 3 divisions of cars. Each division of car has its own look, complexity, and is suited for different sizes and skill levels of children.

The Local Championship Two-Day Event

The two days of racing events will be held at Euclid Middle School in Littleton on an 800 foot race track constructed on Elati Street that will host racing excitement, family fun, exhibitors, and food vendors made up of local Sertoma clubs providing great food and added excitement and support to the event. Saturday, June 2nd, will be an exciting day showcasing the Super Kids Race with local championship practice races incorporated in between rounds. The race will be followed by technical inspection, and overnight impound for the local Championship race to follow on Sunday, June 3rd. The Sunday events include a pre race ceremony and parade, exhibitor area and promotional activities as well as concessions provided by local Sertoma clubs. Our event consists of countless volunteers, approximately 60+ racers and their families and hundreds of spectators that will witness the crowning of the 2012 local champions.

Rally Racing Program

We intend on holding several additional races throughout the year as a part of the Soap Box Derby rally circuit. A rally weekend typically consists of three races over two days. The rally race program offers racers the opportunity to practice and perfect their racing performance while gaining points to earn an alternative chance to attend the Soap Box Derby World Championships in Akron, Ohio. Rally races are a grass roots competition and points building program in which families from cities all across the country participate in. The rally season provides great opportunities for serious derby enthusiasts and novices alike to meet and compete with other families from across the region and the country. The purpose is to not only expand racing knowledge and build points, but also serves to build the racing community from August through June. Indoor rallies are also a fun option during the winter months. This additional racing provides more events for our local racers and sponsoring companies. The increase of exposure results in further promotion of the local Soap Box Derby organization and our supporters.

Sponsorship Partners

The SERTOMA Mile High Soap Box Derby is presenting a wonderful opportunity for your company to be involved in the 6th Annual SERTOMA Mile High Soap Box Derby 2 day event. We feel very strongly about our program and the benefits to the kids and the community, none of which would be possible without the help of company sponsorship and private donations. We have many ways that you can support the Sertoma Mile High Soap Box Derby program. We need volunteers, equipment and services (listed below), as well as monetary contributions with specialized contributor recognition. We really need your support to continue our top quality program. The Sertoma Club and the SERTOMA Mile High Soap Box Derby is a non-profit (501C3), volunteer run organization where all of the funds are used to maintain this program. To achieve this race, we need to reach \$13,000.00. Any amount donated would be greatly appreciated. We would like to arrange a time to make a more detailed presentation and fully explore how your support can be maximized to represent your organization best. If you are interested in participating, or have questions, please contact Jerry Stander at: SERTOMA Mile High Soap Box Derby, 3900 Norwood Drive, Littleton, Colorado 80125. Our telephone number is: 303-791-1900, or we can be reached at SoapBoxDerby@Standers.com See our web site at: www.smhsbd.com.

The SERTOMA Club is a non-profit 501C(3) organization.

Title Sponsor opportunities

- Division Sponsor (3)
- Winners Trips to Akron
- Rally Sponsorship
- Start and Finish Line Sponsorship
- VIP Inspection Sponsorship
- Super Kids Cars

Title sponsors receive a full page ad in the event program; top-billing on promotional signage; publicity; speaking opportunity at event; certificate of appreciation signed by Race Officials and all of the racers; logo recognition in program; link on SMHSBD website; and the ability to distribute promotional products or literature in driver goodie bags. Opportunities for decals placed on race cars are also available.

SERTOMA Mile High Soap Box Derby

List of Items / Money needed for:

- Race Day fees
- Marketing
 - Promotional Post Cards
- Food Sponsors at post race picnic, speed clinic, recruitment events

Race Day Expenses

- Rentals
 - Bull Horn
 - Golf Carts – transport race drivers to top of race hill
 - Sound System – announcing heats and winners
 - 4x4 Wheelers – pull return trailers for race cars
 - Tables / chairs
 - Pop-up tents
 - Generators
 - Walkie-Talkies need additional and extra batteries
 - Street Barriers
 - Printing
 - Letters for street closure to home owners
 - Postage
 - Race Day Programs
 - Heat Sheets
 - Car Numbers
 - Water – bottled water for all volunteers
 - Ice – to keep bottled water cold
 - Safety Services
 - Trash Service and
 - Trash boxes and liners
 - Fuel – gas for generators and for return vehicles
 - Portable Restrooms
 - Spare race vehicle parts
 - Timing System
 - Banners
 - Participant T-shirts & Hats
 - Driver Appreciation Bags
 - Trophies & Awards
- \$ to transport the winner race cars to Akron, OH for All American World Championship Race
 - \$ to send the winners to Akron, OH for All American World Championship Race

Please fill out the donation form to contribute

Please fill out this form and return it to:

Sertoma Mile High Soap Box Derby, 3900 Norwood Drive, Littleton, Colorado 80125

303-791-1900 or SoapBoxDerby@Standers.com

Yes, we would love to support the Sertoma Mile High Soap Box Derby:

Name: _____ Secondary Contact _____

Organization Name: _____

Address _____

City _____ State _____ Zip code _____

Phone _____ Fax _____ Email _____

Equipment or services you would be willing to donate or support:

Cash Sponsorship \$ _____

Payment Method:

Sponsorship Check enclosed

Invoice my organization using the following P.O. number _____

Signature: _____ Date: _____

ADVENTURE'S CALLING!

