

SERTOMA MILE HIGH SOAP BOX DERBY



18986 E Baltic Pl #1912, Aurora CO 80013 www.smhsbd.com



Dear Soap Box Derby Supporters

Re: SERTOMA MILE HIGH SOAP BOX DERBY JUNE 5-6, 2010

The SERTOMA Mile High Soap Box Derby is presenting a wonderful opportunity for your company to be involved in the 4th Annual SERTOMA Mile High Soap Box Derby. The race will be held at Euclid Middle School in Littleton. There will be practice runs on June 5, 2010 with the actual race being held on June 6, 2010. We are tentatively preparing for 3 rally weekends to be held in 2010 consisting of 2 races on Saturday and 1 race on Sunday.

This is an energizing youth oriented program that is only second in longevity to the Indianapolis 500. The first Soap Box Derby race was held in 1934 in Dayton, Ohio and now 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. They are to teach youngsters some of the basic skills of workmanship, the spirit of competition and the perseverance to continue a project once it has begun.

The children, ages 8 to 17, who will race the Soap Box cars, will build them under adult supervision. These cars are approximately 5 feet long and 3 feet wide. They race down a hill that has been converted into a racetrack where gravity is used solely to propel the cars. The cars will reach 22 to 30 miles per hour. There are 3 divisions of cars; each division of car has its own look and characteristics. 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 during July, 2010 in Akron, Ohio.

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) that accommodates participants with physical and mental disabilities who otherwise would not have the opportunity to race.

The organizations who sponsor these, as well as other cars will have the opportunity to put their organization's name and logo on the cars. We are looking for organizations that will help us make this an exceptional event. We are asking that your organization contribute to this race with either a monetary donation or a donation of any of the equipment and services that are listed below. If you would like more information about the SERTOMA Club, please go to www.sertoma.org. If you are interested in participating, or have questions for us, please

contact Christi or Steve Colvin at: SERTOMA Mile High Soap Box Derby, 18986 E Baltic Pl. #1912, Aurora, CO 80013. Our telephone number is: 303-947-9779, or we can be reached at sertomamilehisbd@aol.com. See our web site at: www.smhsbd.com

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

b.

A "TITLE" sponsorship of the Sertoma Mile High Soap Box Derby is the most visible and prominent association a corporation can enjoy with the event. It assures the company top-billing in all publicity surrounding the event, and guarantees them a significant public and communications value. Title: Sertoma Mile High Soap Box Derby presented by: Your Name.

DERBY "TITLE TRACK" Sponsor\$10,000.00

Benefits:

full page 4-color ad in event program; top-billing on promotional signage; publicity; speaking opportunity at event; letter of appreciation signed by the director of the Sertoma Mile High Soap Box Derby, the President of the Sertoma Promotion Club and all of the racers; logo recognition in program; a special sponsor gift; company banner prominently displayed at the event; sponsor logo or name sticker on every car which races and a large logo on the Super Kids cars; 10X10 booth space at Derby; link on SMHSBD website and pennants with company logo lining race track from Start line to Finish line; ability to distribute promotional products or literature in driver goodie bags.

"SUPER KIDS RACE" Sponsor.....\$5,000.00

Benefits:

full page 4-color ad in event program; logo included on promotional signage; publicity; speaking opportunity at event; letter of appreciation signed by the director of the Sertoma Mile High Soap Box Derby the President of the Sertoma Promotion Club and all of the racers; company banner prominently displayed at the event; logo recognition in program; sponsor logo or name sticker on every car which races and a large logo on the Super Kids cars; 10X10 booth space at Derby; link on SMHSBD websites; a special sponsor gift; ability to distribute promotional products or literature in driver goodie bags.

"WINNERS TRIP TO AKRON" Sponsor.....\$6,000.00

Benefits:

Full page b&w ad in event program; logo included on promotional signage; letter of appreciation signed by the director of the Sertoma Mile High Soap Box Derby, the President of the Sertoma Promotion Club and all of the winners; logo recognition in program; company banner prominently displayed at the event; sponsor logo or name sticker on every car which races; link on SMHSBD websites; opportunity to send promotions items to Akron for winners to give away; a special sponsor gift; ability to distribute promotional products or literature in driver goodie bags. \$2,000.00 will go to each winner for expenses incurred during trip to Akron.

"START LINE" Sponsor.....\$3,000.00

Benefits:

Banner over the Start line with company name and/or logo; 1/2 page b&w ad in event program; letter of appreciation signed by the director of the Sertoma Mile High Soap Box Derby and the President of the Sertoma Promotion Club; logo recognition in program; sponsor logo or name sticker on every car which races; ability to distribute promotional products or literature in driver goodie bags; link on SMHSBD websites; a special sponsor gift.

"FINISH LINE" Sponsor.....\$2,000.00

Benefits:

Banner over the Finish line with company name and/or logo; 1/2 page b&w ad in event program; letter of appreciation signed by the director of the Sertoma Mile High Soap Box Derby and the President of the Sertoma Promotion Club; logo recognition in program; sponsor logo or name sticker on every car which races; ability to distribute promotional products or literature in driver goodie bags; link on SMHSBD websites; a special sponsor gift.

"RALLY RACE" Sponsor.....\$2,000.00 per rally race weekend

Benefits:

1/2 page b&w ad in event program; letter of appreciation signed by the director of the Sertoma Mile High Soap Box Derby and the President of the Sertoma Promotion Club; sponsor logo or name sticker on every car which races in the rally race; recognition in local race program; link on SMHSBD websites; a special sponsor gift.

"TROPHIES" Sponsor.....\$1,500.00

Benefits:

1/2 page b&w ad in event program; letter of appreciation signed by the director of the Sertoma Mile High Soap Box Derby and the President of the Sertoma Promotion Club; logo recognition in program; sponsor logo or name sticker on every car which races; company banner prominently displayed at the event; ability to distribute promotional products or literature in driver goodie bags; link on SMHSBD websites; a special sponsor gift.

"PIT AREA" Sponsor.....\$1,000.00

Benefits:

1/2 page b&w ad in event program; letter of appreciation signed by the director of the Sertoma Mile High Soap Box Derby and the President of the Sertoma Promotion Club; logo recognition in program; sponsor logo or name sticker on every car which races; company banner prominently displayed at the event; ability to distribute promotional products or literature in driver goodie bags; link on SMHSBD websites; a special sponsor gift.

"T-SHIRTS" Sponsor.....\$1,500.00

Benefits:

1/2 page b&w ad in event program; letter of appreciation signed by the director of the Sertoma Mile High Soap Box Derby and the President of the Sertoma Promotion Club; logo recognition in program; sponsor logo or name sticker on every car which races; company banner prominently displayed at the event; ability to distribute promotional products or literature in driver goodie bags; link on SMHSBD websites; a special sponsor gift.

"RACE DAY PROGRAMS" Sponsor.....\$1,000.00

Benefits:

1/2 page b&w ad in event program; letter of appreciation signed by the director of the Sertoma Mile High Soap Box Derby and the President of the Sertoma Promotion Club; logo recognition in program; sponsor logo or name sticker on every car which races; company banner prominently displayed at the event; ability to distribute promotional products or literature in driver goodie bags; link on SMHSBD websites; a special sponsor gift.

"CHECKERED FLAG" Sponsor\$750.00

Benefits:

Recognition in program.

"DIVISON" Sponsor\$500.00

Benefits:

Recognition in program.

"PIT CREW" Sponsor\$100.00

Benefits:

Recognition in program.

EQUIPMENT AND SERVICES SPONSORS

Appropriate recognition will be given for each equipment or service that is donated.

Please fill out this form and return it to:

Sertoma Mile High Soap Box Derby, 18986 E Baltic Pl. #1912., Aurora, CO 80013

Yes, I am interested in becoming a sponsor of the Sertoma Mile High Soap Box Derby at the following level:

- \$10,000.00 Derby "Track Title" Level**
- \$5,000.00 Super Kids Race**
- \$6,000.00 Winners Trip to Akron**
- \$3,000.00 Start Line**
- \$2,000.00 Finish Line**
- \$2,000.00 One Rally Race Weekend**
- \$4,000.00 Two Rally Race Weekends**
- \$6,000.00 Three Rally Race Weekends**
- \$1,500.00 Trophies**
- \$1,000.00 Pit Area**
- \$1,500.00 T-Shirts**
- \$1,000.00 Race Day Programs**
- \$750.00 Checkered Flag**
- \$500.00 Division**
- \$100.00 Pit Crew**
- Equipment and Services Sponsor**

Type of equipment or services you will be donating:

Name: _____ Secondary Contact _____

Organization Name: _____

Address _____

City _____ State _____ Zip code _____

Phone _____ Fax _____ Email _____

Payment Method:

Sponsorship Check enclosed

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