



12th Annual Alpine Challenge

Sponsorship Information

In April/May 2011, the Alpine Challenge Ride realized proceeds that totaled over \$15,000, in part, due to the volunteer nature of the event. Later, a check was delivered to the Rady Children's Hospital San Diego. Last Spring, two young people received scholarships towards their college education.

Each year, at least two freshman students are selected by the Alpine Kiwanis Club to take the "Alpine Challenge" -- a scholarship offered through a special challenge to complete high school and continue their education at a post-secondary school.

More information about this program can be found on our website, AlpineChallenge.com.

Started in 2001 by the Kiwanis Club of Alpine to benefit the Alpine Kiwanis College Scholarship Fund, the Alpine Challenge Bicycle Ride has grown to include hundreds of cyclists, tens of thousands of dollars, and an incredible list of sponsors, headed by the Suffolk/Roel Construction Company.

In addition to the Kiwanis *challenge* to students to finish high school and continue their education with the guarantee of a scholarship, the increasing sponsorships enabled the expansion of the charitable umbrella to children with donations to Rady Children's Hospital of San Diego.

The name *Alpine Challenge* has expanded the meaning of its name as well, as this isn't just another bike ride -- some call this one of the toughest rides in Southern California and a "must do"!

Of course, as a volunteer nonprofit organization, we rely heavily on funds and in-kind donations raised through the generous SPONSORSHIPS of businesses such as yours.

Your donation is tax deductible to the full extent allowed by law.

Again this year, we've created several levels of sponsorship to accommodate everyone. We invite you to choose the level of sponsorship that best benefits you or your business. Please feel free to contact us with any questions or concerns at (619) 445-4996, by email at info@AlpineChallenge.com or through our website. We would be happy to talk with you at any time to help you choose the level of sponsorship that best benefits your business. We can also describe the various products we require in supporting the riders during the event. You may also fax your form to us at (619) 445-4688 and someone will contact you.

Please note, though, that with regard to our ability to promote your sponsorship, deadlines exist in the preparation of printed promotional materials -- **please don't let time slip away!**

The Alpine Challenge ride is a fundraising effort by the Alpine Kiwanis Foundation, a 501(c)(3) California nonprofit corporation (Tax ID 68-0592860). The event is managed by the Kiwanis Club of Alpine and generously sponsored by Roel Construction Company. All donations are deductible to the fullest extent allowed by law.



12th Annual Alpine Challenge Sponsorship Form

In-Kind Donations

It takes a lot of time and effort to put on an event such as the Alpine Challenge. Our volunteers freely donate their time to make it a success.

Sponsors provide money but, just as important, they can provide goods and services for the event.

Riders require lots of water and nourishment during the ride, a satisfying meal and drinks after the ride, and they always appreciate the "goodies" in their swag bag.

Another area for support are the raffle prizes given to riders at the park.

It's an important success factor and we welcome your donations and suggestions.

Gold Sponsor \$500+

- Two (2) complimentary ride entries
- Logo on web site
- Coupon or product included in participant bag
- Banner at Start/Finish Line
- Onsite mentions
- Booth at event if desired

Platinum Sponsor \$1,000+

All the above, plus:

- Two (2) additional complimentary ride entries (4 total)
- Name on T-Shirt
- Name on SAG stop signage

Ruby Sponsor \$2,000+

All the above, plus:

- Two (2) additional complimentary ride entries (6 total)
- Customized Banner(s) in Park
(Registration Area/Beer Garden/Food Area)

Booth at event \$50

Can't commit to a full sponsorship this year? You can still participate! Host a booth to sell or showcase your products!

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Level of Sponsorship desired:

- | | |
|--|--|
| <input type="checkbox"/> Gold (\$500+) | <input type="checkbox"/> Ruby (\$2,000+) |
| <input type="checkbox"/> Platinum (\$1,000+) | <input type="checkbox"/> Booth at event (\$50) |

Company Name: _____

Key Contact: _____

Title: _____

Address: _____

City/State/Zip: _____

Phone: (____) _____ Fax: (____) _____

E-mail: _____

Web site URL: _____

Other Contact: _____
(if different than above)

Authorized Signature: _____

Form of Payment

- | | |
|--------------------------------|--------------------------------------|
| <input type="checkbox"/> Check | <input type="checkbox"/> Credit Card |
|--------------------------------|--------------------------------------|

Make payable to:
Alpine Kiwanis Foundation

Card # _____

Expiration Date: ____ / ____

Name: _____

Signature: _____

Mail to: Alpine Kiwanis Foundation
PO Box. 704
Alpine, CA 91903