



February 1, 2012

Dear Potential Sponsor,

As we look forward to August 2012, we are eagerly planning and preparing for the Seventh Annual Oregon Kids Triathlon. We are hoping to add more sponsors from the community and hope that your organization would consider sponsoring our event this year. The triathlon has been a very successful event for the last six years, bringing in athletes and families from all over Southern Wisconsin and Northern Illinois. As we continue to grow, we need your support more than ever before in order to continue to have a successful event. Thank you for your time and consideration.

Background:

In August of 2006, the Oregon Community Swim Club held the First Annual Oregon Kids Triathlon that had a remarkable 300 young athletes in attendance. With strong community support, we were able to have a very successful inaugural event. Because of the success of the first OKT, there has been incredible enthusiasm and encouragement to continue this event. Last year's OKT reached capacity of 500 athletes two weeks before the event.

The Oregon Community Swim Club (OCSC) is a community-based USA Age Group Swim Club for swimmers ages 6 and up. The motto of the team is fun, fitness, and personal development through competitive swimming. As a not-for-profit organization, OCSC has utilized different fundraising opportunities in the past. The OKT Leadership Board is comprised of parents who are dedicated to organizing a fun competitive event for kids in the Dane County area. We have received many positive and encouraging comments about our event, (from spectators, volunteers, parents and athletes). The 2012 event is expected to draw 525 young athletes. With the support of OCSC, I am very excited at the prospect of organizing and providing leadership at the Seventh Annual Oregon Kids Triathlon scheduled for August 11, 2012.

Details of the Event:

Oregon Kids Triathlon ("OKT") has openings for up to 525 participants from south central Wisconsin, ranging in ages from 5-17 years old. Within each age-group (6 total), athletes participate in a swim, bike and run course. Our goal for the kids on this day is to have fun and leave with a sense of individual success and accomplishment.

Each participant will be provided a goody-bag which will include an event t-shirt and miscellaneous donated sponsor items. Also, as each individual crosses the finish line, they will receive a finisher's medal. Following the event, there is a celebration including an awards ceremony, music, bottled water and healthy snacks.

Request for Funding:

The Oregon Kids Triathlon is an event that promotes children's physical fitness and self-esteem. Our vision is to continue to grow an annual event that is embraced by Oregon and its surrounding communities.

The OKT Planning Committee has developed sponsorship levels (see below) in exchange for certain benefits that highlight the donor organization and their businesses. We welcome your interest in being a key sponsor for this event.

Funding Options:

- ❖ **Platinum Sponsor:** (Max 1 sponsor)
\$5,000 – Major sponsor's logo will be "prominently" displayed on the finish line banners, in marketing pieces (must be committed to the race by March 1, 2012 to be on marketing pieces), in transition area on T-shirts, on athletes' bibs, and on the First page of the event web site next to the OKT logo. Sponsor will also be announced on race day throughout the entire race.
- ❖ **Gold Sponsor:** (Max 2 sponsors)
\$2,500 – Finish Line sponsor's logo will be "prominently" displayed on the finish line, in the transition area, on T-shirts, on athlete's bibs, and on the event web site. Sponsor will also be announced on race day throughout the entire race.
- ❖ **Silver Sponsor:** (Max 4 sponsors)
\$1,500 – Sponsor's logo will be displayed in the local paper with the OKT logo, in transition area, on all T-shirts, and on the Event web site. Sponsor will also be announced on race day.
- ❖ **Bronze Sponsor:**
\$500 - Sponsor's logo will be displayed in the local paper with the OKT logo, on all T-shirts and on the Event web site. Sponsor will also be announced on race day.
- ❖ **Goody Bag Sponsor**
525 re-usable goody bags with OKT logo and sponsor logo on bag. Sponsor's name will be displayed in the local paper with the OKT logo and on the Event web site. Sponsor will also be announced on race day.
- ❖ **Goody Bag Items Sponsor**
525 items to put into goody bags – Sponsor's name will be displayed on the Event web site and in the local paper. Sponsor will also be announced on race day throughout the entire race
- ❖ **Friends of the Oregon Kid's Triathlon**
\$100 - \$400 – Sponsor's name will be displayed in the local paper with the OKT logo, and on the Event web site. Sponsor will also be announced on race day throughout the entire race

All sponsors will receive special acknowledgement on the day of the event and during the post-race award ceremony. Again, these are suggested sponsorship levels and we could modify them and tailor them based on sponsor's input.

I would be happy to meet with you to discuss the event in greater detail and to share any event planning information. The 7th Annual Oregon Kids Triathlon will be a great event and we hope that you will choose to be a contributor and sponsor. If you have any immediate questions, I can be reached at 608-835-4086 or by e-mail at oregonkidstri@yahoo.com. Feel free to look over our website for further event details at www.oregonkidstri.com.

Thank you, in advance, for your help and support. I look forward to hearing from you.

Sincerely,

Deb Bossingham
7th Annual Oregon Kids Triathlon Race Director
249 Brook Street
Oregon, WI 53575