



1235 E East Blvd #167
Charlotte, NC 28203
www.cowbellchallenge.org

March, 2009

Dear Sponsorship/Events/Sports Marketing Decision-maker,

Now more than ever, companies are looking for ways to connect with their target consumers. If your target consumer is physically active, socially responsible, with high median income and willingness to spend the disposable part of that income on products and services that exemplify quality, then chances are your target is a cyclist—specifically a mountain biker. Reach your targets where they live—on their bikes—with sponsorship of one or more of the events produced by Cowbell Challenge Inc.

Cowbell Challenge, Inc., a 501(c)3 organization, is expanding its horizons in 2009. In addition to the *Cowbell Challenge Marathon Mountain Bike Race* and *National MTB Oktoberfest* (both of which are part of the USA Cycling Ultra Endurance Calendar in 2009), we'll run a local cross-country series over the summer. And as a partner in the inaugural *Kenda Cup*, we're organizing the Cowbell Summer Solstice Cross Country race, and promoting all six of the East Coast Cup races, which will qualify pro and amateur classes for the US Cup final in September.

Your organization understands the value of point-of-participation marketing and visible social responsibility, and our nationally recognized endurance events draw pro and top amateur talent from around the Southeast and across the United States. Add support crews, volunteers, and spectators, and the cost per impression is incredibly low.

Return on Sponsorship:

- Continuous brand exposure to current/potential customers Company logo throughout the venue over the entire event.
- Corporate involvement encourages employee healthy lifestyle, teamwork amongst employees and community involvement.
- Women's category winners are guaranteed same payout; which increases interest from top women racers to compete and increases spectator participation and attendance.
- Top-of-mind association with events that promote community, physical fitness, healthy lifestyle and environmental responsibility; which builds positive relationships with decision-makers/buyers of your products/services
- Company's employees support charitable events; while receiving benefit of tax deductibility

We will be happy to work with you to customize a sponsorship package that meets your marketing needs. From on-site sampling, to VIP hospitality, from venue naming rights to employee involvement, the possibilities are tremendous.

Tangible Benefits:

- Podium/Awards ceremonies logo placement
- Obstacles/Challenges on the course named after your company
- Logo/branding placement on event website with website link
- Banners/Signage for your company strategically placed throughout venue
- Announcements of company's sponsorship on cycling forums/blogs
- Email distributions include company's logo/branding

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- Company's logo/branding placed on official event t-shirts
 - Literature, coupons, or samples placed in registration gifts ("swag bags") for participants
 - Inclusion of logo on promotional materials distributed through other mountain biking events and website/online registration.
 - Promotion of event and company sponsorship through area and regional bike shops/owners
 - Inclusion in press announcements distributed to local/regional and cycling media

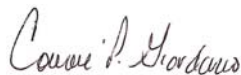
You can increase your reach with sponsorship of multiple events, and we suggest participating in Cowbell Challenge Race Weekend 2009 (featuring the Cowbell Challenge Marathon on Saturday, June 20, 2009, and the Cowbell Summer Solstice XC on Sunday June 21, 2009) the entire Kenda Cup East Series, and National Mountain Bike Oktoberfest to gain maximum impact and the broadest reach over a six-month period.

The following suggested levels of sponsorship are guidelines—we are more than happy to customize a level for your needs:

- **Title Sponsor:** with a contribution of \$5,000 or more, the event is renamed for your company. Your company will achieve maximum exposure with a variety of branding options, premium positioning on the event website, positioning logo on banners and promotional material, complimentary registrations to provide to employees, customers or clients.
Become Title Sponsor for both Cowbell Challenge and National MTB Oktoberfest for a contribution of \$8,000.
- **Presenting Sponsor:** \$2,501-\$5,000, provides your company with the opportunity to brand the component of the event that works best for your goals. You also receive significant positioning within the event website, promotional and marketing materials, and complimentary registration.
For a contribution of \$4,000, your company becomes a Presenting Sponsor of both Cowbell Challenge and National MTB Oktoberfest.
- **Partner:** \$1,001-\$2,500 (or a 50/50 split of cash and merchandise) to supply prize packages and swag bags for participants, links on the event website, logo placement in promotional materials and coupon/sample opportunities.
- **Patron:** \$251-\$500 (or a 50/50 split of cash and merchandise), in exchange for feature listings and links on the event website, and logo placement in promotional materials.
- **Supporter:** \$250, listings on the event websites and promotional materials.

Race Director Taylor Sullivan and I would be happy to meet with you at your earliest convenience to discuss how together we can build a season of mountain biking events that attract competitors and spectators and most importantly, customers. If your company has an interest in affiliating with the entire US Cup Series, we can work with you to develop a national program as well. Please do not hesitate to contact us with any questions or suggestions. We look forward to hearing from you soon!

Kind Regards,



Connie Giordano
Vice President
704-957-8450
connie@therightwords.com



Taylor Sullivan
Race Director
704-363-9612
w_taylor_s@yahoo.com



Race Weekend 2009

Sponsorship Participation Agreement

- Yes, we want to participate! (check the package below).
- Title Sponsor:** \$5,000-\$8,000, the event is renamed for your company. Your company will achieve maximum exposure with a variety of branding options, premium positioning on the event website, positioning logo on banners and promotional material, complimentary registrations to provide to employees, customers or clients.
 - Presenting Sponsor:** \$2,501-\$5,000, provides your company with the opportunity to brand the component of the event that works best for your goals. You also receive significant positioning within the event website, promotional and marketing materials, and complimentary registration.
 - Partner:** \$1,001-\$2,500 (or a 50/50 split of cash and merchandise) to supply prize packages and swag bags for participants, links on the event website, logo placement in promotional materials and coupon/sample opportunities.
 - Patron:** \$251-\$500 (or a 50/50 split of cash and merchandise), in exchange for feature listings and links on the event website, and logo placement in promotional materials.
 - Supporter:** \$250, listings on the event websites and promotional materials.
 - Tech/Vendor Expo:** \$100, exhibit fee provides space in the staging/expo area. Vendors provide their own tents and tables/chairs.
 - Sponsorship split:** we will provide the following materials, goods or services and 50 percent of the sponsorship amount checked above: _____
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- Contact us about the Kenda Cup East Series and National Mountain Bike Oktoberfest**

Company/Organization Name _____

Address _____

Contact Name _____ Title _____

Telephone _____ Fax _____

Web Address _____ Email _____

Signature _____ Date _____

Complete this agreement and mail a copy, with a check made payable to:

2009 Cowbell Challenge
1235 E East Blvd #167
Charlotte, NC 28203

NOTE: if you are purchasing a package that includes display of your logo, enclose a camera-ready copy, or email an electronic version (JPG, GIF, PNG or TIF format preferred) to connie@therightwords.com.