

# WHY BECOME A SPONSOR?

Breathe California of Sacramento-Emigrant Trails is a non-profit, grassroots organization that has been fighting for clean air, healthy lungs and a tobacco-free future since 1917.

We have a tradition of innovative programs and seeking original solutions to clean our air and improve lung health. Our local programs have a youth emphasis and have been duplicated nationally and internationally.

Now in its 24th year, the Emigrant Trails Bike Trek is our largest fundraiser. We are proud to say that 100% of every dollar raised stays in our local communities and is used to support our innovative programs, which improve the health of our residents.

## THE FACTS

### Air Quality

- The Sacramento region consistently ranks among the top 12 areas in the nation with the dirtiest air
- Vehicles and other mobile sources are the cause of 70% of our ozone problem
- Approximately 50 million miles are driven each day in the Sacramento region
- New studies indicate that ultra fine particles in the air could be making you sick

### Asthma

- It is estimated that asthma affects over 145,000 people in the Sacramento region
- Asthma is the most common serious, chronic disease of childhood and is one of the primary reasons for school absences.
- The rate of children being diagnosed with asthma is increasing
- Studies show a correlation between asthma and air pollution

### Tobacco

- Young adults (15-24 years of age) have the highest smoking rate
- The tobacco industry is targeting our youth
- 1000 kids start smoking each day because of what they see in the movies

Your generous support helps us keep the event expenses to a minimum, allowing more dollars to go back into our communities, making our region a healthier place to live and breathe.

We are addressing these issues through innovative programs, working with youth, to clean our air, improve lung health and eliminate tobacco from our children's lives. For more information about what we are doing in our communities, visit [www.sacbreathe.org](http://www.sacbreathe.org).



**BREATHE**  
**CALIFORNIA**  
*of Sacramento-Emigrant Trails*  
The Clean Air and Healthy Lungs People  
Since 1917

909 12th Street, Suite 100  
Sacramento, CA 95814  
Contact: Judy at (916) 444-5900 ext. 209 or  
[judyb@sacbreathe.org](mailto:judyb@sacbreathe.org)  
[www.sacbreathe.org/trek](http://www.sacbreathe.org/trek)

# SPONSORSHIP LEVELS

## \$15,000 - Platinum Sponsor

- Company sponsored Rest Stop on the Trek
- Category exclusivity
- Company logo on all dining tables
- Company article in post event e-news (circulation 4,000+)
- Recognition in media outreach
- Company recognition in Breathe California Annual Report
- Company logo featured on SAG vehicle throughout the Trek
- 4 complimentary spots to ride in Trek
- 3 Company banners hung at event
- Company logo on Breathe California website with link to company website (w/ permission)
- Company logo featured prominently on Trek brochures (sponsorship must be confirmed by 3/15/10)
- Company logo featured prominently on 500+ Trek T-shirts
- Company feature article in Trek Times e-newsletter with a link to company website (w/permission; circulation 4,000+)
- Company recognition at Awards Ceremony on the Trek
- Company recognition in Trekker and Volunteer Handbooks
- Trek presentation at company worksite (upon request)
- Company recognition at post-Trek celebration



*Kaiser has been a major sponsor and has had one of the largest Trek teams for the past 20 years.*

## \$10,000 - Gold Sponsor

- Company article in post event e-news (circulation 4,000+)
- Recognition in media outreach
- Company recognition in Breathe California Annual Report
- Company logo featured on SAG vehicle throughout the Trek
- 2 Company banners hung at event
- 3 complimentary spots to ride in Trek
- Company logo on Breathe California website with link to company website (w/ permission)
- Company logo featured prominently on Trek brochures (sponsorship must be confirmed by 3/15/10)
- Company logo featured prominently on 500+ Trek T-shirts
- Company feature article in Trek Times e-newsletter with a link to company website (w/permission; circulation 4,000+)
- Company recognition at Awards Ceremony on the Trek
  - Company recognition in Trekker and Volunteer Handbooks
  - Trek presentation at company worksite (upon request)
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www.sacbreathe.org/trek

# SPONSORSHIP LEVELS

## \$5,000 - Silver Sponsor

- Company recognition in Breathe California Annual Report
- Company logo featured on SAG vehicle throughout the Trek
- 1 Company banner hung at event
- 2 complimentary spots to ride in Trek
- Company logo on Breathe California website
- Company logo featured on Trek brochures (sponsorship must be confirmed by 3/15/10)
- Company logo featured on 500+ Trek T-shirts
- Company feature article in Trek Times e-newsletter with a link to company website (w/permission; circulation 4,000+)
- Company recognition at Awards Ceremony on the Trek
- Company recognition in Trekker and Volunteer Handbooks
- Trek presentation at company worksite (upon request)
- Company recognition at post-Trek celebration

## \$3,000 - Bronze Sponsor

- 1 complimentary spot to ride in Trek
- Company logo on Breathe California website
- Company logo on Trek brochures (sponsorship must be confirmed by 3/15/10)
- Company logo on 500+ Trek T-shirts
- Company feature article in Trek Times e-newsletter with a link to company website (w/permission; circulation 4,000+)
- Company recognition at Awards Ceremony on the Trek
- Company recognition in Trekker and Volunteer Handbooks
- Trek presentation at company worksite (upon request)
- Company recognition at post-Trek celebration

## \$1,500 - Supporting Sponsor

- Company name on Breathe California website
- Company name on Trek brochures (sponsorship must be confirmed by 3/15/10)
- Company name on 500+ Trek T-shirts
- Company name listed in Trek Times e-newsletter (circulation 4,000+)
- Company recognition at Awards Ceremony on the Trek
  - Company recognition in Trekker and Volunteer Handbooks
  - Trek presentation at company worksite (upon request)
  - Company recognition at post-Trek celebration



*This 80's movie-themed rest stop gave the Trekkers a place to rest, refuel, and have some fun!*



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# SPONSORSHIP COMMITMENT FORM

- Yes, we would like to support Breathe California with a sponsorship of \$ \_\_\_\_\_
- Yes, we would like to support Breathe California with an in-kind sponsorship by donating \_\_\_\_\_  
\_\_\_\_\_ valued at \$ \_\_\_\_\_
- No, we are unable to sponsor this year's event

**Thank you for your sponsorship! Please fill out completely:**

Name: \_\_\_\_\_

Company: \_\_\_\_\_  
(As you would like it to appear in print and/or media coverage of the event)

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Method of Payment:  Check Enclosed  Visa/MasterCard (please fill out all info below or call (916) 444-5900 ext. 209)  
 Please send an invoice

Name as it appears on credit card: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Credit Card Number \_\_\_\_\_ Expiration Date: \_\_\_\_\_ CVV2#: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
(Last 3 numbers in signature panel on back of card)

**Thank you for your support!**

**Please return this form to:**

Judy Bruguier

Breathe California of Sacramento-Emigrant Trails

909 12th Street, Suite 100 | Sacramento, CA 95814-2942

Phone: (916) 444-5900 ext. 209 Fax: (916) 444-6661 Email: [judyb@sacbreathe.org](mailto:judyb@sacbreathe.org)

Fed Tax ID# 94-1641240



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