

25th Annual | Silver Anniversary

EMIGRANT TRAILS BIKE TREK

September 9, 10 & 11, 2011

Petaluma, CA

THREE DAYS CYCLING, TWO NIGHTS CAMPING, ONE GREAT CAUSE!

Join over 400 riders and volunteers for a weekend of fun, relaxation, challenge, and most importantly, to support a good cause - clean air, healthy lungs, and a tobacco-free future! Travel at your own pace or catch a ride over challenging climbs through beautiful scenery with our on-road support team. After a day of cycling, relax in camp with a massage, gourmet catered meals, nightly entertainment or a refreshing beverage from our cantina.

The cost of this adventure is \$35 to register and a minimum of \$450 in pre-collected tax-deductable donations. Thank you for supporting our organization and mission.

For more information or to sign up, visit www.sacbreathe.org/trek or call (916) 444-5900 ext. 209.

All proceeds benefit the clean air, lung health and tobacco prevention programs of:



BREATHE
CALIFORNIA
of Sacramento-Emigrant Trails

The Clean Air and Healthy Lungs People
Since 1917



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 it's 25th 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 major cause of our ozone problem
- New studies indicate that ultra fine particles in the air could be making you sick

Asthma

- 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.



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

SPONSORSHIP LEVELS

\$15,000 - Platinum Sponsor

- Company sponsored Rest Stop on the Trek
- Category exclusivity
- Company recognition on all marketing materials
- Company recognition in Breathe California Annual Report
- Company logo featured on SAG vehicle throughout the Trek
- 4 complimentary spots to ride in Trek
- 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 3/15/11)
- Company logo featured prominently on 500+ Trek T-shirts
- Company feature article in Trek 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
- Company article in post event e-news (circulation 4,000+)



\$10,000 - Gold Sponsor

- Company recognition on all marketing materials
- Company recognition in Breathe California Annual Report
- Company logo featured on SAG vehicle throughout the Trek
- 3 complimentary spots to ride in Trek
- 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 3/15/11)
- 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
- Company article in post event e-news (circulation 4,000+)



SPONSORSHIP LEVELS

\$5,000 - Silver Sponsor

- Company recognition in Breathe California Annual Report
- Company logo featured on SAG vehicle throughout the Trek
- 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 3/15/11)
- 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 3/15/11)
- Company logo on 500+ Trek T-shirts
- Company feature article in Trek 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 3/15/11)
- 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



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

Fed Tax ID# 94-1641240



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