



November 2010

Dear Sir or Madam,

Treasure Valley Cycling Club, one of Boise's newest and most unique cycling club is seeking support from local sponsors to help promote the club and its image of a healthy lifestyle. We are now planning logo placements on the club clothing and hope to include your company's logo. Please consider sponsoring us as an *Idaho-based* organization whose logo we would be proud to wear and promote throughout the year's club events and races. Please see the reverse side of this letter for information on logo placement and pricing.

Corporate sponsors are essential to our success. Our 2010 event schedule includes multiple organized race and events including the Eagle Island Cyclocross Series and (hopefully) the annual Mount Harrison Hill Climb. Our club also organizes weekly road and mountain bike rides as well as regional road and cyclocross bicycle races. Each team member actively promotes cycling as a healthy, positive activity in our community, and assistance from sponsors like you will help assure the success of our organization and its programs.

In addition to producing community events and group rides, we also have many dedicated bike racers. Our team members include accomplished mountain and road bike racers of all levels, as well as many recreational and touring riders. Team members compete in events throughout the Northwest. The sponsor logos appearing on our uniforms will receive positive exposure in a variety of local, regional, and national events throughout the 2010 racing season (February through November).

Please feel free to contact me with any questions regarding our plans to help promote safe cycling and public involvement in our community, or specific questions about the costs of operating our cycling club and promoting its events. I have attached a sponsorship guide to this letter which outlines pricing for logo placement on team clothing, as well as the benefits of sponsorship. Thank you for your time and any help that you might offer our club and its members.

Sincerely,

Handwritten signature of Brad Streeter in black ink.

Brad Streeter
TVCC President