

# 11TH ANNUAL OUACHITA CHALLENGE

To Whom It May Concern:

I am writing to invite your company to become a part of an exciting bicycling event. Every spring the Ouachita Mountains in Southwestern Arkansas are inundated when hundreds of avid bicyclists come together for the annual Ouachita Challenge Mountain Bike tour and race. The Ouachita Challenge is the largest mountain bike event in Arkansas. It draws participants from as far away as California to Georgia, Minnesota to Texas. There are 600 total slots available this year for the event. The slots are so coveted that the 600 available slots fill in less than 5 hours from the time online registration opens!

The 11th Annual Ouachita Challenge will offer our classic 60 mile mountain bike race & 60 mile mountain bike tour.

It takes a lot of work and support to put on such a huge event every year. That is why we invite businesses such as yours to help us with making this event possible. Support can take any of several forms, according to your company policy regarding donations and/or advertising. Suggested donations are:

- Cash toward event expenses and prizes
- Products to use at feed and hydration stations, etc.
- Products to use at meals for riders
- Products and/or gift cards for goody bags and door prizes
- Company representative available at the event to hand out samples or other support

The next few pages contain information on sponsorship levels. We are happy to work with you in whatever way possible to come up with a mutually beneficial agreement.

As a nonprofit organization we use proceeds from the Ouachita Challenge to support many local and regional organizations that promote community life, health, and fitness. We contributed more than \$22,000 to these groups from the 2011 Ouachita Challenge, as well as spend much time and money maintaining local and regional trail systems.

Thank you for your help in making this year's Ouachita Challenge the best ever!

Sincerely,

Jennifer Brotherton Woods, Sponsorship Coordinator  
Ouachita Cycling Club / The Ouachita Challenge  
P.O. Box 315

Mena, AR 71953

Phone: (479) 234-1041

E-Mail: [jennifer@brodix.com](mailto:jennifer@brodix.com)

[www.ouachitachallenge.com](http://www.ouachitachallenge.com)

[www.facebook.com/pages/The-Ouachita-Challenge-The-Ouachita-Cycling-Club-Inc/127550417332891](http://www.facebook.com/pages/The-Ouachita-Challenge-The-Ouachita-Cycling-Club-Inc/127550417332891)

MARCH 31ST & APRIL 1ST 2012 WWW.OUACHITACHALLENGE.COM

# 11TH ANNUAL OUACHITA CHALLENGE

## For \$1500+

Sponsor's logo will appear on the Ouachita Challenge registration page of BikeReg.com  
Sponsor's logo will appear on the '12 event t-shirt  
Sponsor's logo will appear on the '12 Ouachita Challenge event Jersey  
Sponsor's logo will appear on the '12 event website  
Sponsor's logo will appear on the '12 jersey of the Ouachita Cycling Club  
Race Team for the entire 2012 race season if possible  
Sponsor will have the opportunity to display banner at Start, Finish, Registration, & Aid Stations  
(banners to be supplied by sponsor)  
Sponsor's logo will be advertised on the course if materials are provided by sponsor  
Sponsor will be provided with booth space to promote their product at tour and race  
Sponsor will have the opportunity to place promotional items in participants' goody bags  
Two free entries into either Saturday or Sunday event (includes breakfast and dinner)  
Two free event t-shirts  
Post Event Evaluation Report and special "Ouachita Challenge Care Package"  
Use of event photos  
Announcement of partnership on the Ouachita Challenge facebook page

## For \$500+

Sponsor's logo and company name will appear on the '12 event t-shirt  
Sponsor's logo will appear on the '12 event website  
Sponsor will have the opportunity to display banner at Start, Finish, Registration, & Aid Stations  
(banners to be supplied by sponsor)  
Sponsor will have the opportunity to place promotional items in participants' goody bags  
One free entry into either Saturday or Sunday event (includes breakfast and dinner)  
One event t-shirt  
Post Event Evaluation Report and special "Ouachita Challenge Care Package"  
Use of event photos  
Announcement of partnership on the Ouachita Challenge facebook page

## For \$250+

Sponsor's company name will appear on the '12 event t-shirt  
Sponsor's company name will appear on the '12 event website  
One event t-shirt  
Post Event Evaluation Report and special "Ouachita Challenge Care Package"  
Use of event photos  
Announcement of partnership on the Ouachita Challenge facebook page

## Less than \$250

Sponsor's company name will appear on the '12 event t-shirt  
Sponsor's company name will appear on the '12 event website  
One event t-shirt  
Announcement of partnership on the Ouachita Challenge facebook page

# 11TH ANNUAL OUACHITA CHALLENGE

Please complete scan and e-mail this form to [jennifer@brodix.com](mailto:jennifer@brodix.com) or mail to:

Jennifer Brotherton Woods  
Ouachita Cycling Club  
P.O. Box 315  
Mena, AR 71953

or fax: 479-394-1996

I understand and accept all the terms of the above sponsorship,

Sponsorship Level:  \$1500+  \$500+  \$250  Less Than \$250  Other: \_\_\_\_\_

Product  Cash  Other: \_\_\_\_\_

Company: \_\_\_\_\_ Title: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name: (type or print): \_\_\_\_\_

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

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

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Website: \_\_\_\_\_

Upon signature of your sponsorship contract, please submit your company's logo in both high resolution EPS and JPEG formats to Jennifer B. Woods, via email to: [jennifer@brodix.com](mailto:jennifer@brodix.com). Your logo will be used as prescribed in your sponsorship agreement.

**Logos must be received by Dec. 1, 2011 to be added to the Bike Reg page and to event merchandise.**

**BY SIGNING THIS AGREEMENT, YOU ACKNOWLEDGE THE RECEIPT OF THIS INFORMATION AND GRANT THE OUACHITA CYCLING CLUB INC. — AND ALL AFFILIATES AND ASSIGNED OTHERS — THE RIGHT TO POST, PUBLISH, BROADCAST, PRINT, AND USE YOUR ADVERTISING MATERIALS IN ANY MANNER THE OUACHITA CYCLING CLUB INC. DEEMS APPROPRIATE, IN ANY MEDIA NOW KNOWN OR HEREAFTER DEVELOPED, INCLUDING, WITHOUT LIMITATION, THE WORLD WIDE WEB.**

X \_\_\_\_\_  
COMPANY REPRESENTATIVE

X \_\_\_\_\_  
Jennifer Brotherton Woods, OC

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