



## *2012 Sponsorship Request*

Spanish Peaks Cycling is excited to announce our tenth annual Stonewall Century Bicycle Ride on Saturday, August 11, 2012. We hope you will help us celebrate by sponsoring this exciting event.

Each year we meet our three-fold mission statement by (1) raising money for local non-profits, (2) encouraging visitors to our area and (3) promoting the benefits of cycling and fitness. We have developed a loyal following among cyclists from Colorado and beyond, many of whom return year after year to ride the Stonewall Century. They love the challenging and scenic route on Colorado Highway 12, plus our friendly volunteers with homemade goodies along the way.

In our best weather years, we have over 500 cyclists and even in our worst weather year (2008), 250 cyclists picked up their rider packets. Most of them suited up for the cold and pouring rain and pedaled out, with nearly 40 actually finishing the 102-mile ride!

The Stonewall Century is an all-volunteer effort. Your company can be a part of this popular event with your cash or in-kind sponsorship. The following page details the specific benefits of sponsorship, but here's the basic pitch:

We list and link on our website all the sponsors who contribute \$75 or more. We also print your logo on the rider packet inserts, t-shirts and jerseys. You will also be mentioned in our event press releases. At the \$250 level or higher, we make your logo more prominent on our web pages, t-shirts and jerseys and we include it on the 17,000 brochures that will mail in spring 2013 for the 11<sup>th</sup> Annual Stonewall Century.

Please call or email if I can answer any questions, or if you have ideas about other ways you'd like to be a part of the Stonewall Century Ride.

Sincerely,

Sandy Borthick, Event Director  
Spanish Peaks Cycling Association  
Email [borthick@amigo.net](mailto:borthick@amigo.net), or call 719-742-5702