



What is the Sandia Peak Challenge?

The Sandia Peak Challenge is the premier Trail Running and Mountain Biking Race of its kind in New Mexico. Started in 2001, the vision of The Sandia Peak Challenge is to provide an annual mountain challenge that will attract competitive runners and riders state-wide as well as provide an active experience that families of any fitness level can enjoy.

Events include:

- King/Queen of the Mountain - 8.3 mile mountain bike timed ride
- The Keith Howard Challenge – 7.2 mile running timed race
- 5K GRANDE 3.8 mile timed race / hike
- 2 mile fun run / hike
- New Mexico Off Road Series Cross Country timed race

The event will be held at the Sandia Peak Ski Area on July 11, 2009. For 2009, approximately 400 people are expected to participate in The Sandia Peak Challenge. The Foundation hopes to raise \$35,000 through this event.

Money raised through The Sandia Peak Challenge will help fund the only Certified CF Care Center in the state that offers specialized care to patients with CF and support research across the country to ultimately cure cystic fibrosis – giving Keith and many other children and young adults like him the life and future they deserve.

Why companies sponsor the 2009 Sandia Peak Challenge...

The majority of companies that become sponsors do so not to replace their current advertising, public relations or sales methods. Specifically what they are trying to tap is other mediums that are tied into their integrated marketing and communications efforts.

Sponsoring the 2009 Sandia Peak Challenge will allow “Your Company” to heighten visibility, shape consumer attitudes, recruit / retain new clients, provide a merchandising opportunity, showcase product attributes, differentiate your product from your competitors, drive sales and increase membership.

We have provided the following Sponsorship Opportunities for your review. Please look them over and contact us with the level of sponsorship that would best fit your needs.

Sponsorship Opportunities:

2009 Sponsorship Opportunities

Title Sponsorship- \$10,000

- “Your Company” will be granted competitive protection and industry exclusivity as Title Sponsor, plus first right of refusal for 2009.
- Company name and logo will be prominently included in all event marketing collateral: 500 Event T-shirts and 500 Event Programs
- As Title Sponsor “Your Company” name will be incorporated into the Sandia Peak Challenge name; i.e. The “Your Company” Sandia Peak Challenge.
- As Title Sponsor “Your Company” name will be placed on T-shirt **front** with event logo
- “Your Company” will be mentioned on all radio spots 60 and 30 seconds; along with any mention of the 2009 Sandia Peak Challenge during arranged radio interviews prior to the event.
- Inclusion as Title Sponsor in all media releases, PSA’s, and press materials.

- “Your Company”’s name and logo will appear on the New Mexico Cystic Fibrosis Foundation’s web page as Title Sponsor.
- Signage opportunities at event (sponsor-provided banners, posters, etc.)
- “Your Company” has the opportunity for a vendor booth at event to display products, promotions, giveaways, etc.
- “Your Company” has the opportunity to include promotional materials in race packets.
- Sponsor may host a hospitality area.
- Sponsor has the opportunity of representation on the event committee.
- Use of the Cystic Fibrosis Foundation logo for your internal and external marketing programs.

In addition to the benefits listed above and in appreciation of “Your Company’s” support, the New Mexico Cystic Fibrosis Foundation will offer “Your Company” the following:

- In-house promotion of the event by the New Mexico Cystic Fibrosis Foundation, including a registration day and a packet pick-up day for the “Your Company” employees.
- On site radio sponsor promotional remotes.

Title Sponsorship

Financial Commitment

As the Official Title Sponsor of the New Mexico Cystic Fibrosis Foundation’s Sandia Peak Challenge, “Your Company” will contribute \$10,000 to the event. This sponsorship opportunity entitles “Your Company” to a one-year commitment of Title Sponsorship at \$10,000 for 2009, with a first right of renewal for the 2009-year’s event.

The New Mexico Cystic Fibrosis Foundation will provide complete event development and will provide “Your Company” with all recruitment materials, logistical planning, implementation, and consistent communication to ensure a successful event.

Other Sponsorship Opportunities:

Presenting Sponsorship- \$5,000

- “Your Company” will be granted competitive protection and industry exclusivity as presenting sponsor, plus first right of refusal for 2009.
- Company name and logo will be prominently included in all event marketing collateral including event T-shirt and programs
- As presenting sponsor, “Your Company” will be placed on T-shirt **front** with event logo
- “Your Company” will be mentioned on all radio spots 60 and 30 seconds; along with any mention of the 2009 Sandia Peak Challenge during arranged radio interviews prior to the event. Inclusion as presenting sponsor in all media releases, PSA’s, and press materials.
- “Your Company’s” name and logo will appear on the New Mexico Cystic Fibrosis Foundation’s web page as Presenting Sponsor.
- Signage opportunities at event (sponsor-provided banners, posters, etc.)
- “Your Company” has the opportunity for a vendor booth at event to display products, promotions, giveaways, etc.
- “Your Company” has the opportunity to include promotional materials in race packets.
- Sponsor may host a hospitality area.
- Sponsor has the opportunity of representation on the event committee.
- Use of the Cystic Fibrosis Foundation logo for your internal and external marketing programs.
- In-house promotion of the event by the New Mexico Cystic Fibrosis Foundation, including a registration day and a packet pick-up day for the “Your Company” employees.

Presenting Sponsorship Financial Commitment

As the Official Presenting Sponsor of the New Mexico Cystic Fibrosis Foundation's Sandia Peak Challenge, "Your Company" will contribute \$5,000 to the event. This sponsorship opportunity entitles "Your Company" to a one-year commitment of Presenting Sponsorship at \$5,000 for 2009, with a first right of renewal for the 2009-year's event.

The New Mexico Cystic Fibrosis Foundation will provide complete event development and will provide "Your Company" with all recruitment materials, logistical planning, implementation, and consistent communication to ensure a successful event.

Trail Sponsorship- \$1500

- Company designated as Trail Sponsor along the trails and in all Event Materials including posters, brochures, new-letters and Sandia Peak E-mail Updates.
- Company logo included as Trail Sponsor on Event Board
- Opportunity to include promotional informational items in race packets
- "Your Company" has the opportunity for a vendor booth at event to display products, promotions, giveaways, etc.
- Five (5) waived registration fees for employees of company
- Company logo on back of Event T-shirt
- Opportunity for representation on Event Committee
- Display sponsor provided banners at the event

Gold Level Sponsor- \$750

- Company designated as Gold Level Sponsor in Event Program
- Company logo included as Gold Level Sponsor on Event Board
- Opportunity to include promotional informational item in race packets
- Three (3) waived registration fees for employees of company
- Company logo on back of Event T-shirt

- Opportunity for representation on Event Committee
- Display sponsor provided banners at the event

Silver Level Sponsor- \$500

- Company designated as Silver Level Sponsor in Event Program
- Company logo included as Silver Level Sponsor on Event Board
- Opportunity to include promotional informational item in race packets
- Two (2) waived registration fees for employees of company
- Company logo included on back of Event T-shirt
- Display sponsor provided banner at the event

Bronze Level Sponsor- \$250

- Company designated as Bronze Level Sponsor in Event Program
- Company listed as Bronze Level Sponsor on Event Board
- Opportunity to include promotional or informational item in race packets
- Display sponsor provided banner at the event

**2009 Sandia Peak Challenge to benefit the Cystic Fibrosis Foundation
Letter of Agreement**

As a representative of "Your Company" I agree to the following sponsorship of The New Mexico Cystic Fibrosis Foundation's 2009 Sandia Peak Challenge.

_____ Title Sponsorship - \$10,000

_____ Presenting Sponsorship - \$5,000

_____ Trail Sponsorship- \$1500

_____ Bronze Level Sponsorship- \$250

_____ Silver Level Sponsorship- \$500

_____ Gold Level Sponsorship- \$750

Name

Title

Date

This entitles "Your Company" to the benefits listed in the enclosed sponsorship proposal and a one-year commitment with first right of renewal for the following year. Sponsorship fees are due by 6-01-2009, and should be made payable to:

Cystic Fibrosis Foundation
New Mexico Chapter
Attn: Sandia Peak Challenge
4004 Carlisle N.E.; Suite B
Albuquerque, New Mexico 87107

We are very thankful to have this opportunity to work with "Your Company". Your participation will ensure that our event will be a success. Please review and return this Letter of Agreement, keeping a copy for your records.

Sincerely,
Amanda Myrick-Bergamo
Executive Director