



I am writing you to tell you about an exciting possibility to sponsor **Salida Pole, Pedal, Paddle Competition – April 22, 2012** in Salida, Colorado. This one day event will be a unique occasion to reach a targeted audience of outdoor enthusiasts and show your support for the revival of this fantastic event.

The Salida Pole, Pedal Paddle began in 1999 and is a truly unique, multi-sport event. Following the path of the spring runoff, competitors start at the Continental Divide, on Monarch Pass with a backcountry ski leg, mountain bikes carry competitors in the shadow of Mt. Shavano to the banks of the Arkansas River where whitewater kayaks take paddlers into downtown Salida for an exciting finish. Participants can compete as a team or individually. This event comes as the athletes' transition from ski season to spring activities and was growing in popularity when the event was shelved in 2001.

The Salida Pole Pedal Paddle was reborn in 2008 and we are looking forward to another successful year. The Boathouse Cantina in downtown Salida will host an after party and awards ceremony. There are multiple levels of sponsorship available and are detailed in the following pages. All of our sponsorships are a guideline and we would be happy to discuss any additional opportunities that may better compliment your company's marketing plan. Please note we can accept up to a 50% trade in product for each sponsorship level. Sign-up Now ! at www.3psalida.com

To become an Event Sponsor, please complete and return the attached form. We will acknowledge Sponsors immediately on the website at www.3psalida.com and in all printed and electronic materials. Please submit your Sponsorship Form (enclosed) no later than March 24, 2012.

If you have any questions or would like more information, please feel free to contact me directly.

Sincerely,

Mike Harvey
President
Arkansas River Trust
332 ½ W. Sackett Ave
Salida, CO 81201
719-221-1710



Pole Pedal Paddle April 22nd, 2012 SPONSORSHIP PROGRAM

Pole Pedal Paddle is a unique opportunity to showcase your company and show your support for the revival of this event. We have customized this sponsorship program to give your company the best exposure during the competition. Don't miss this important event, sign up now!

Mountain Sponsor - \$1,000

- Large Corporate Logo on Signage at After Party at Boathouse Cantina acknowledging you as a premier sponsor.
- Large Corporate Logo on competitor t-shirts and posters.
- Publicity of your event sponsorship on the event website, including a link to your website.

Road Sponsor - \$500

- Medium Corporate Logo on Signage at After Party at Boathouse Cantina acknowledging you as a premier sponsor.
- Medium Corporate Logo on competitor t-shirts and posters.
- Publicity of your event sponsorship on the event website, including a link to your website.

River Sponsor - \$250

- Small Corporate Logo on Signage at After Party at Boathouse Cantina acknowledging you as a premier sponsor.
- Small Corporate Logo on competitor t-shirts and posters.
- Publicity of your event sponsorship on the event website, including a link to your website.

Supporting Sponsorship

Any company who donates \$50.00 - \$200.00 in cash or product will be listed as a supporting sponsor. As a supporting sponsor your company's name will be listed on the website and on the event t-shirts.

Please review the sponsorship program above and complete the attached Sponsorship Form. If you have any questions or additional requests, please feel free to contact Mike Harvey, 719-221-1710 or harvey@boaterparks.com.



Pole Pedal Paddle

SPONSORSHIP PROGRAM

Please mail the completed form and payment to:
 Pole Peddle Paddle C/o Arkansas River Trust 332 ½ W. Sackett Ave Salida, CO 81201

Contact: _____ Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Website: _____ Email: _____

SPONSORSHIP LEVEL	SPONSORSHIP AMOUNT
Mountain Sponsor - \$1,000	\$ _____
Road Sponsor - \$500	\$ _____
River Sponsor - \$250	\$ _____
Supporting Sponsor	\$ _____
Product Trade:	Value\$ _____
TOTAL	\$ _____

Please make checks payable to: **Arkansas River Trust**

Mail Forms to: Arkansas River Trust
 332 ½ W. Sackett Ave
 Salida, CO 81201

Questions: Mike Harvey
 719-221-1710
 harvey@boaterparks.com

Event Details: www.3psalida.com