



Aurora Borealis Lions Foundation

PO Box 55933
North Pole, Alaska 99705
(501c3 Charitable Organization)
EIN: 20-8367797



May 4, 2009

FUND RAISER: EYE CARE CENTER FOR THE NEEDY

Dear Sponsor

The Aurora Borealis Lions Foundation of North Pole planned and conducted a very successful second annual 2008 Cruis'n w/Santa Car Show & Street Fair. In just a day and half we had over 126 car entries and 4,000 spectators; a big contrast to our first year with 50 cars and 1,000 spectators. Our Car Show & Street Fair is a fund raiser for building an eye care center for the needy—We're committed to giving the gift of sight....and hope you are too!.

Our event has become a mainstay event in North Pole and continues to grow. We are now planning a larger and even more exciting event, scheduled for August 21-22, 2009, at the Bradley Homestead, in North Pole. We are hoping your firm will join us as a sponsor.

We are striving for 200 car entries and 5,000 spectators. The schedule of events includes:

Friday Night (6 – 11 pm)

Opening Ceremony
Car Show (Classic Cars, Trucks, Motorcycles, Racers, Open)
In-Progress Restorations
Mini Kids Fest
Burn Out Demonstration
Concessions
Cruis'n Night in North Pole
Drive-in Theatre..."Herbie"

Saturday (10 am – 11 pm)

Car Show (Classic Cars, Trucks, Motorcycles, Racers, Open)
In-Progress Restorations
Kids Fest
Cruis'n North Pole
Concessions
Theresa Bauer & Larry "Rain Dog" Raines
Burn Out Demonstrations (2 Events)
Bon-Fire
Fireworks Spectacular

Attached you'll find various sponsor packages; we hope one will fit your budget. We promise to make this event well worth your investment. (In order to meet sponsor package commitments, those locked in by June 10, 2009 will receive full sponsorship value.) Don't hesitate to contact one of our sponsor coordinators:

Betty Holder, 388-2684 holderbetty@hotmail.com Howard Rixie, 378-7797 hdcrixie@alaska.net

Sincerely

Howard S. Rixie Sr.
Chief Coordinator



Important Note: (In order to meet sponsor package commitments, those locked in by June 10, 2009 will receive full sponsorship value.)

Sponsors must provide Business Name/Logos on electronic camera-ready file. JPEG file preferred.

NORTH POLE LIONS FOUNDATION (NPLF) CRUIS'N W/SANTA 2009 SPONSORSHIP PACKAGES

(#1) \$100.00 Sponsorship:

- Business name will appear on placemats distributed to area restaurants
- Business name printed on a Santa sign along the Cruis'n route.



(#2) \$250.00 Sponsorship:

- Everything in the package described above, in addition to:
- Business name will appear in one newspaper ad.

(#3) \$500.00 Sponsorship:

- Everything in the packages described above, in addition to:
- Business name will appear in an additional newspaper ad.



(#4) \$1,000.00 Sponsorship Package:

- Everything in the packages described above, in addition to:
- Business name mentioned as a sponsor over the radio.
- Business name printed on official Cruis'n W/Santa Banner.
- Business name printed in multiple newspaper ads starting in June.

(#5) \$2,500.00 Sponsorship Package:

- Everything in the packages described above, in addition to:
- Business name appears in official DVD.
- Receive copy of a historical video recording of Cruis'n W/Santa on DVD.
- One official Cruis'n W/Santa T-shirt.
- Name/logo larger than sponsors coming in at a lower level, on all printed material.
- Business name on flyers distributed in the greater North Pole-Fairbanks area.
- Business name mentioned in at least one TV promotional spot.
- Booth space at Cruis'n w/Santa to sell or display your product.
- Business name in a series of newspaper ads starting in June. Frequency of the ads will increase as the event dates approach.

(#6) \$5,000.00 Sponsorship Package:

- Everything in the package described above, in addition to:
- Participation in the Cruis'n w/Santa ribbon cutting ceremony.
- Drive your own lead car as the Cruis'n event begins.
- One official Cruis'n W/Santa Dash Panel Magnet .
- Business name mentioned in multiple TV promotional spots.
- 30 Sec Cameo spot in official DVD



(#7) \$10,000.00 Sponsorship Package:

- Everything in the package described above, in addition to:
- Window display placards for your business location(s)
- Business name on large event announcement signs/banners placed at street corners and other prominent locations for over one month.
- Business name will appear as sponsor on a car show trophy (1st, 2nd, or 3rd Place).
- Business name will appear in all TV promotional spots.
- Drive your own lead car (#1, 2, or 3) as the Cruis'n portion of the event begins.
- Additional 60 Sec Cameo spot in official DVD (90 Seconds total)



(#8) Other Sponsorship:

- Other contributions may be donated in your business name to be given away at the event.
- Two \$25.00 gift certificates may be donated in your business name to be given away at the event.



SINGLE ITEM OR EVENT SPONSORS

Note: All printed matter—Name increases in size as sponsorship increases.

(#9) \$1,500.00 Event Sponsorship: (1 Each)

24x36 Color Signs;

1. Sponsor Car Show & "Best in Show" trophy(s)/plaque(s); i.e., *Gene's Chrysler & Jose's Paint & Body* or
2. Sponsor Saturday's Fire Works Spectacular

(#10) \$1,250.00 Event Sponsorship: (4)

18x24 Signs, two colors; Ex: Sponsored by Cherokee Riders

1. Sponsor Friday Drive-In Theatre; (3) or
2. Sponsor Saturday night's live band (1)



(#11) \$1,000.00 In-Progress Restoration Exhibit Sponsorship: (4)

(Banner on 1 of 4 sides of 20x30 canopy, Plus 10x10 vendor booth)

(#12) \$750.00 Single Event Sponsorship: (1 each)

11x17 Signs, two colors; Ex: Sponsored by Alyeska Pipeline Inc.

1. Sponsor Friday Disc Jockey & Sound; or
2. Sponsor Saturday Disc Jockey & Sound; or
3. Sponsor "Kids Fest"



(#13) \$400.00 Comfort Station Sponsorship (4 portable toilets): (5)

Signs are 8x11; Ex: "This comfort station sponsored by Borjesson Engineering"

(#14) \$300.00 Bon-Fire Sponsorship: (5)

18x24 Sign; Ex: Sponsored by Spectacular Fire & Safety, Inc.

(#15) \$300.00 Turtle Races and Adopt-a-Pet/Petting Zoo: (2)

18x24 Sign; Ex: Sponsored by Chatinika Lodge