

July 6, 2005

Re: Sponsorship Opportunity

Dear Sir or Madame:

We would be honored if you will take a few minutes from your day to read about this exciting opportunity. Each year the American Diabetes Association holds the Tour de Cure bicycle ride in more than 80 cities around the country. In Oregon, this event is better known as Summit to Surf Ride from Mt. Hood to Hood River, Oregon. Our team, Maddie's Riders has the distinction of being one of the largest fundraising teams and the team with the largest number of riders. This year because of the large number of riders, we felt we could make an even bigger impact with your help.

Maddie's Riders will have as many as 100 riders this year on the route. What a great opportunity to provide visibility for your company, in support of a great cause. What is the cause? To find a cure for Diabetes. This is not as far fetched as you might imagine. Great strides have been made in recent years, but we still have a ways to go.

FACT: The human and economic toll of diabetes is high: More than \$130 billion each year in direct and indirect medical costs.

FACT: Every 3 minutes, an adult or child in America dies from diabetes. More than 210,000 Americans die from the disease each year.

How can you help? There are a number of ways that you can sponsor or help our team. We are in need of cycling jerseys for our team members. The jerseys will allow us to recognize the fund raising efforts of each team member. But we also know that a large sponsorship is not possible from everyone. Any amount is appreciated and will be recognized.

Please take time to review the enclosed sponsorship opportunities. We feel this is a win-win for all of us, no matter how big or small your donation. Thank you for taking time to consider this important cause.

Sincerely,

Mark Ehl
Maddie's Riders Team Leader



Who Is Maddie's Riders?

Maddie's Riders was originally made up of Co-Workers of GET-Benefits, along with friends and family of Madeline Ehl. Today the team has grown to one of the largest teams in Tour de Cure, last year raising over \$6000. This year our goal is to outfit the team and raise \$15,000 or more, with as many as 100 riders.

Sponsorship Levels

\$25-\$150 Recognition on the team website and any team printed correspondence.

\$175-\$900 Recognition on the team website and any team printed correspondence **AND a team plaque thanking you for your generosity.**

\$1,000 Recognition on the team website and any team printed correspondence **AND a team plaque thanking you for your generosity AND placement of your logo on the sleeve of the team jersey for one year.**

\$2,000 Recognition on the team website and any team printed correspondence **AND a team plaque thanking you for your generosity AND placement of your logo on the sleeve of the team jersey for TWO years.**

\$3,000 Recognition on the team website and any team printed correspondence **AND a team plaque thanking you for your generosity AND shared placement of your logo on the back of the team jersey for one year.**

\$5,000 Recognition on the team website and any team printed correspondence **AND a team plaque thanking you for your generosity AND EXCLUSIVE placement of your logo on the back of the team jersey for one year.**

\$7,500 Recognition on the team website and any team printed correspondence **AND a team plaque thanking you for your generosity AND EXCLUSIVE placement of your logo on the back of the team jersey for TWO years.**

Donate today or come ride with us!

Visit our website at WWW.Maddiesriders.com