



January, 2012

Dear Community Business Owner,

I am inviting you to partner with CAROL For Heart and sponsor the 7th Annual Girls with Gears: A Women's Cycling Event on April 22, 2012. This event supports educational efforts for women in our local communities on the prevention of heart disease – the #1 killer of women in the United States. This event has grown to 1000 participants each year since its inception in 2006 and presents a great opportunity to have your business recognized as a sponsor of this dynamic community event.

Attached you will find the details of the various sponsor/vendor opportunities as well as some more detailed organizational information. The sponsor opportunities start at just \$50. The earlier you respond the more sponsor benefits you can take advantage of.

Thank you for your time and consideration of this event. I am happy to answer any questions you might have about this opportunity and will be in contact with you over the next few weeks. More event details can be found at www.carolforheart.org.

Regards,

A handwritten signature in black ink that reads "Cindy Messerle". The signature is written in a cursive, flowing style.

Cindy Messerle
Event Director
888-315-9113
cmesserle@comcast.net



Girls with Gears Event Details:

On April 22, 2012 women (& men) will gather in Spring Mount, PA for an amazing day of food, fun, and exercise. GWG is presented by Bikesport and will include a 10, 25, 40, and 62 mile bike rides, prizes, and fun that will change everyone's perception of heart disease and women. It *does* affect us. The more we learn the more we are armed to fight this killer. Last year this event raised over \$50,000 with more than 900 participants and continues to grow each year.

The event takes place at Spring Mountain Adventures. All rides start and finish at the main lodge. Lunch is provided for all participants. Massages are offered for a nominal donation.

CAROL For Heart Information:

CAROL For Heart Inc. (CFH) is a state and federally recognized non-profit organization, and along with Bikesport in Trappe, PA, we are the organizers of the **7th Annual Girls with Gears –A Women's Cycling Event**. CFH was founded by the family of Carol Pawelski. It has been ten years since Carol Pawelski died from undiagnosed heart disease. She lived life to the fullest and touched everyone she knew. You probably know someone like her. In February of 2002, with no warning signs, only nausea, she was sent to the Emergency Room. She died exactly seven days later. Her disease was so severe that her daughters were immediately sent to the cardiologist for preventative treatment. We promised her we would do something about it. With your help we can stop this disease, but we must take action immediately.

The fact is: **Heart Disease is still the nations #1 killer of women**. More women die from heart disease than from car accidents, cancer and stroke—combined! In the time it takes you to read this letter, heart disease will have claimed the life of another woman: a sister, a mother, or a daughter. Too often the women in our lives are caregivers, not care seekers. CAROL For Heart, Inc. is changing that.

Our mission is to prevent women's heart disease through educational programs. We are implementing programs associated with the National Heart, Lung and Blood Institute, along with the American Heart Association guidelines, to help prevent women's heart disease. Without the support of business owners like yourself, we would not be able to present these informative sessions, which include risk factors for cardiovascular disease, how to recognize symptoms, tips on healthy eating, and ways to encourage a better dialogue between a woman and her physician. We need your help to continue educating women.

Your donation will be used to provide educational programs and materials for women in our local communities. We anticipate **approximately 1200 participants this year**. **Your commitment will help benefit** those in Montgomery County as well as Berks, Bucks, Delaware, Chester & Philadelphia counties. Helping CAROL For Heart, Inc. means you are showing your support for women for years to come.

Sponsor Form

Event Date: April 22, 2012



To be an official sponsor of Girls with Gears – A Women’s Cycling Event, complete and return this form no later than February 28, 2012. Please complete reverse side of form.

Event Sponsor Levels

- **Presenting Sponsor** **\$5000**
This is an exclusive sponsor opportunity that includes: name and logo on event banner; name & logo on front of registration form, name &/or logo to be noted on all event information & correspondence, name &/or logo on the front & back of the exclusive **Girls with Gears bike jersey**, name & logo on event t-shirt, event packet, free booth space, website link, event poster & press release (1/25/2012 deadline), logo on online registration form, newsletter & logo on 4 educational signs.
- **Diamond Sponsor** **\$3000**
Includes name &/or logo on the front & back of the exclusive **Girls with Gears bike jersey**, name & logo on event t-shirt, event packet, free booth space, website link, event poster & press release (1/25/2012 deadline), logo on online registration form, newsletter & logo on 3 educational signs.
- **Platinum Sponsor** **\$1500**
Includes name &/or logo on the back of the exclusive **Girls with Gears bike jersey**, name & logo on event t-shirt, event packet, free booth space, website link, event poster (1/25/2012 deadline), logo on online registration form, newsletter & logo on 2 educational signs.
- **Gold Sponsor** **\$1000**
Includes name & or logo on upper half of event t-shirt, small name and logo on the **Girls with Gears bike jersey**, event poster (1/25/2012 deadline), event packet, free booth space, website link, logo on online registration form, newsletter & Logo on 1 educational signs.
- **Silver Sponsor** **\$500**
Includes name &/or logo on event t-shirt, name recognition on the bike jersey, event packet, website link, logo on online registration form, newsletter & logo on 1 educational sign.
- **Bronze Sponsor** **\$250**
Includes name recognition on event t-shirt, event packet, website link, logo on online registration form, newsletter & recognition on sponsor poster at event.
- **Patron** **\$50-\$249**
Includes name recognition in event packet & the ability to put a flyer in the participant bags.
- **Product/Service Donation** If you have a product or service that you would like to donate to be used for a door prize please note the type of donation _____; and value \$_____.

* Please complete reverse side of form*

Please complete this form and return with your sponsor check to the address listed below.

Company / Donor Name(s) _____

Contact (if different than donor) _____ Date _____

Address _____ Email _____

City _____ State _____ Zip _____ Phone _____

Sponsor Level: _____ Check amount: _____

***Please check all that apply:**

Check enclosed

Artwork will be emailed

Would like to include something in the event packet.

Would like to reserve booth space the day of the event
(Space is limited, so reservations are required in order to serve you best)

Please make checks out to:

CAROL For Heart, Inc.

Please return this form to:

**CAROL For Heart
c/o Cindy Messerle
P.O. Box 931
Royersford, PA 19468**

***All "Sponsor" levels will receive 2 T-shirts,
and 2 Complimentary Registration coupons.

T-shirt Sizes: XL ___ L ___ M ___ S ___

Questions? Call Cindy Messerle: 888-315-9113 or email: cmesserle@carolforheart.org

For additional sponsor forms or information go to: www.carolforheart.org

All sponsorships must be received by **February 28, 2012** to be included on t-shirts or the bike jersey.

Thank You For Your Generous Support!



GWG Sponsorship Details

Below are detailed descriptions of the opportunities provided with your sponsorship of Girls with Gears.

Bike Jersey: CAROL For Heart is designing an exclusive bike jersey for this Event. It will be used as a fundraising incentive for participants, sold at the event and also be sold throughout the year at Bikesport Bike Shop in Trappe, PA. You will receive this benefit at the Diamond, Platinum & Gold sponsor levels. Sponsorship must be received by **February 28, 2012**.

Booth Space: Five feet of table space will be provided for you to display or sell products or advertise your company at the Girls with Gears event. The table will be under a pavilion. Table space will be provided to sponsors at the Gold level and above.

Educational Signs – At the event heart health educational signs will be poster. Various levels of sponsorship receive acknowledgement on these signs.

Event T-shirt: Your name &/ or logo will be on the back of the Girls with Gears long sleeve event t-shirt. This is available to sponsors from the Bronze level and up. Size and location of logo will be dependent upon sponsor level. Sponsorship must be received by **February 28, 2012**.

Event Packet: The first 500 registered participants will receive an event packet the day of the event. All sponsors will be given the opportunity to put literature, sample, etc. into the event packets. The copies must be provided by the sponsor (quantity of 500 supplied). **Materials need to be supplied to GWG by April 1, 2012.**

Event Poster: Gold level sponsors and up will receive their name/logo on the event poster. Sponsorship needs to be received by **January 25, 2012** to be on the poster.

Friends of CAROL Booklet: All sponsors and donations will be listed in our “Friends of CAROL” Booklet that is place in each event packet.

Patron: Vendors have the opportunity to include a promotional flier in the 500 participant bags distributed at the event. The vendor name will appear in the Friends of Carol booklet. After the event any extra bags are distributed during CFH programs.

Press Release: Diamond level sponsors and up will be mentioned as part of our press release that will be sent to area media locations: print, radio & television. Sponsorship needs to be received by **January 25, 2012** to be included in the press release.

Website Link: CAROL For Heart, Inc has a website: www.CarolForHeart.org. Your name and contact information will be listed for a year on our website along with a link to your website.

(In an effort to be “green” this year GWG is not printing the registration forms but will have one online for participants to download).