

Rotary Club of Schaumburg-Hoffman Estates
PO Box 958121, Hoffman Estates, IL 60195
(888) ROTARY-6 or (888) 768-2796
www.RotaryTouchATruck.com



Dear Prospective Sponsor -

Re: Touch A Truck - October 11, 2009

I invite you to effectively market your business through a sponsorship of the Rotary Club of Schaumburg—Hoffman Estates **Touch A Truck**. This event, held at the St. Alexius Medical Center at Barrington and Higgins Roads, is an opportunity for children of all ages to explore full size vehicles like fire trucks, police cars, construction equipment and a variety of interesting vehicles in a family festival atmosphere. All proceeds will benefit the future Alexian Brothers Children's Hospital to be built on the St Alexius campus in Hoffman Estates.

Touch A Truck sponsorship is a targeted, effective way to reach your potential customers! Our promotion of this event includes sending Coloring Contest flyers home to almost **14,000** School District 54 students 6th grade and younger, local advertising, press releases, email marketing to our community organization partners, and joint marketing efforts with the Village of Hoffman Estates and the Alexian Brothers Foundation.

All funds raised through this sponsorship drive will be used to market to residents and to provide operational support to our efforts. The surplus will be donated in its entirety to the Children's Hospital.

I've attached our 2009 sponsorship outline for your consideration. Please do not hesitate to contact me if you have questions. Other ways to participate include displaying an interesting vehicle, contributing supplies, or services. I would be happy to discuss recognizing this or other in-kind participation as well.

Sincerely,

Marie Gildersleeve
Chairperson
Rotary Club of Schaumburg-Hoffman Estates



2009 Touch A Truck Sponsorship Opportunities

www.RotaryTouchATruck.com

October 11, 2009 - 11 am to 2 pm

St Alexius Medical Center - 1555 Barrington Road, Hoffman Estates
(Just south & east of where Higgins and Barrington Roads intersect)

| Sponsor Level | Amount | Benefits |
|---------------|--------|---|
| Gold | \$750 | <ul style="list-style-type: none">Your logo displayed on all email marketing blasts.Banner ad for your company on www.RotaryTouchATruck.com.Plus all the Silver Level benefits. |
| Silver | \$500 | <ul style="list-style-type: none">Your logo listed on 12x18 posters displayed in local businesses.Your logo and contact information displayed on color souvenir Road Map provided to every attendee.Plus all the Friend Level benefits. |
| Friend | \$250 | <ul style="list-style-type: none">Have a flyer, coupon, or other item stuffed into goody bag handed to the first 1,000 attendees. Max size is 8.5x11. Deadline is October 2.Your logo to appear on our on-site sponsor board.Recognition on www.RotaryTouchATruck.com with your logo and a link to your company's website. |

To sponsor, please complete and mail to the Rotary Club of Schaumburg-Hoffman Estates.
*** Please email your logo in .jpeg form ASAP so we may include in the marketing efforts. ***
Contact Marie Gildersleeve at (847) 849-3058 or marie.gildersleeve@yahoo.com with questions.

Level of Sponsorship: _____ Gold _____ Silver _____ Friend Total: \$_____

Business Name: _____

Contact Name: _____

Address: _____ City: _____ Zip: _____

Phone: _____ Email: _____

Make checks payable to The Rotary Club of Schaumburg-Hoffman Estates and return this page to:

The Rotary Club of Schaumburg-Hoffman Estates
Attn: Marie Gildersleeve
PO Box 958121, Hoffman Estates, IL 60195