



7 October 2018

Dear Potential Sponsor

I'm writing to tell you about the San Rafael High School Mountain Bike Racing Team, or SR Bike Dawgs. Many people are unaware that our school even has a team, let alone one of the top teams in the state. San Rafael High's MTB race team is a fully volunteer operation. Our coaches devote many hours to training and education to meet the strict league licensing standards.

In addition, our school boasts one of the most diverse student bodies in Marin. Mountain bike racing is expensive, making it unattainable for many students. Our mission is to continue to recruit from our entire student body, giving every kid who is interested the opportunity to participate. With support from our sponsors, we can keep membership dues as low as possible and provide some partial-scholarships. We want to ensure that no one is left out of a sport that becomes a life-long passion for many.

We can't do it without a good deal of help. We are appealing to you for further support in the form of a tax-free donation, to help offset the many costs associated with running our team, including:

- Hiring of fitness and nutrition specialists, including weekly spin and core strength classes
- Education and training for coaches and ride leaders
- Training equipment
- Race pit area equipment (shelter, bike and racer prep area, etc.)
- Building a scholarship fund to offset participation costs for underprivileged students

Rest assured, your commitment to the team will not go unnoticed! Our team is very visible at the races and events, as well as on training rides and in our volunteer work around the county. Your generous donation will be acknowledged as outlined below.

#### Sponsorship levels for the 2018 – 2019 race season:

- **Gold Sponsorship** (\$1000 and up) – Prominent logo placement on **racing jersey**, large fence banner, team banners, website, and all communications for 1 year.
- **Silver Sponsorship** (\$750 and up) - **Large fence banner**, team banners, website, and all communications for 1 year.
- **Bronze Sponsorship** (\$500 and up) – **Small gym banner**, logo placement on the team banners, website, and all communications for 1 year.

We are grateful for the many ways that we receive support from our community – large and small donations, in-kind or monetary. All donations are appreciated! All donors will be recognized on our website.

If you are interested in sponsoring the team and getting your name on a school banner, please let us know. We will get back with you with a donation letter for taxes and to coordinate getting your name and logo. Any or all of these will work:

- Make a PayPal donation via <http://dawgsmtb.org/payments/>
- Checks can be mailed to: SRHS Bike Dawgs, c/o Abigail Gorton, 142 Humboldt St, San Rafael, CA 94901. Please make check payable to: SRHS Mountain Bike Team

We are a tax-exempt organization and your donation qualifies as a tax deduction should you care to take it. We will send a receipt letter for taxes. **We Are SR: Tax ID 68-0043106**

Thank you for your consideration, and we look forward to having you join the Bike Dawgs as a sponsor!

Yours,

*Abigail Gorton*

SRHS Mt. Bike Team Parent Volunteer

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<http://dawgsmtb.org>

***Commitment • Kindness • Courage***