

Dear Prospective Sponsor,

I would like to draw your attention to an exciting sponsorship opportunity for a community event that will provide high visibility for your company, while supporting the Carneros Volunteer Fire Department.

The CVFD is currently organizing the annual Carneros Vineyard Run. The event will be held at Artesa Winery and features a challenging and fun 5 and 10K run/walk, followed by a tasty pancake breakfast and an exciting raffle.

The race will be aggressively promoted by the members of Napa County Volunteer Fire Departments, the local media, and community runners. Based on past participation, we anticipate approximately 1,200 runners for this event as well as numerous spectators.

Sponsors are needed to provide the resources that will make this a successful event. Becoming a sponsor will give your company significant exposure to hundreds of race participants and spectators. The attached document describes the specific benefits you will receive with each level of financial support. For example, some sponsorship levels allow for a small promotional item in the race packet or "goody bag" given to each runner. Also, most sponsorship levels include one or more complimentary race entries, if you or your employees are running enthusiasts or wish to have some fun!

The Carneros Volunteer Fire Department, Napa County Station 10, is part of the Napa County Fire Association. We provide all-risk emergency support for wildland and structural fires, 9-1-1 calls, automobile accidents, and other hazardous situations. Our primary response area follows Hwy 121 from the Sonoma County line to the Solano County line; including Edgerly Island, the Carneros area, the Napa Valley Airport, and north to Congress Valley. In addition, CVFD provides mutual-aid to county and state emergencies.

Proceeds from this event will help to build the new Carneros Fire Station. This new station will be centrally located along Hwy 121 and will allow for expedient response to emergencies throughout southern Napa County. The new station will include 24-hour staffing (when needed), firefighter and community training in topics such as defensible-space and CPR.

To become a sponsor is to make an investment, not only for the advertising benefits, but also an investment in the firefighters who help protect your community. Thank you in advance for your consideration. We hope to see you at the starting line. Here's to your health!

With best regards,



Tracy Henderson, Chief  
Carneros Volunteer Fire Department



**P.O. BOX 8050, NAPA, CA 94559 • TELEPHONE (707) 265-6043**  
**JOENI MCDANIEL, SECRETARY/TREASURER**

# EVENT SPONSORSHIP OPPORTUNITY

## BENEFITS

- Company exposure to approximately 1,200 event participants
- Contributions are tax-deductible
- Support the Carneros Volunteer Fire Department's future new Fire Station
- Promote health and fitness
- Build relationships among members of the community

## SPONSORSHIP LEVELS

### ***Chief Level Sponsor (\$3,000 or Most Generous Donation)***

- Exclusive sponsorship
- Company logo on back of t-shirt, top tier, largest size
- Company logo on signage (start, finish)
- Company representative accepts plaque at awards ceremony
- Right of first refusal for same sponsorship level next year
- Eight (8) complimentary race entries
- May supply item for race packet

### ***Captain Level Sponsor (\$1,500+)***

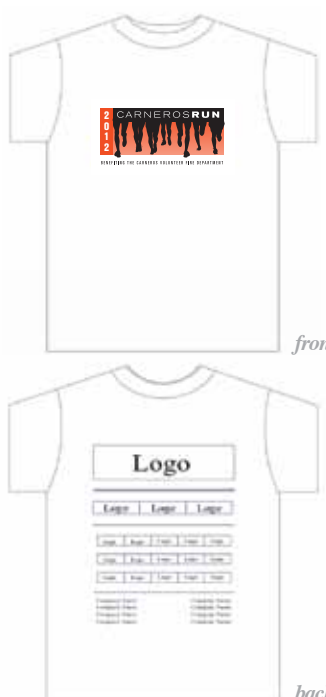
- Company logo on back of t-shirt, second tier, large size
- Company logo on signage (start, finish)
- Company name mentioned at awards ceremony
- Four (4) complimentary race entries
- May supply item for race packet

### ***Engineer Level Sponsor (\$500+)***

- Company logo on back of t-shirt, third tier, small size
- Company name mentioned at awards ceremony
- Two (2) complimentary race entries
- May supply item for race packet

### ***Firefighter Level Sponsor (\$200+)***

- Company name on back of t-shirt, bottom tier, small text
- Company name mentioned at awards ceremony
- One (1) complimentary race entry
- May supply item for race packet



front

back

Company logos and names will be arranged in tiers approximately as shown, although the precise layout will depend on the number of sponsors and general artistic considerations. Logos and company names will be included in a similar fashion on Sponsors page of the race website and will be hot-linked to company home pages (or any desired address).

Important Notes:

1. Company should supply logo artwork in a suitable format (JPEG, TIFF, EPS). Logos on t-shirt will be monochrome (one color); those on the website and signage will be full color.
2. To be included on t-shirt, logo artwork must be received by **February 28, 2012**.
3. Items for race packet must be approved by race organizers for size and appropriateness and must be received by **February 28, 2012** (unless otherwise arranged).
4. Where appropriate, in-kind contributions of items for the post-race festival may be applied toward sponsorship amount (please discuss with CVFD).
5. Contributions are tax-deductible to the maximum extent of the law.



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**SPONSORSHIP AND MERCHANDISE  
DONATION FORM**

Your Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Complete Address \_\_\_\_\_

\_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Sponsorship Value \_\_\_\_\_

Merchandise (Description of Donation and Value of Each Item) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Service Provided (Description of Donation and Value of Each Item) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Training Seminar or Classes (Description of Donation and Value of Each Item) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Authorized Signature \_\_\_\_\_

Accepted by \_\_\_\_\_

\_\_\_\_\_

Print Name \_\_\_\_\_ Signature \_\_\_\_\_

*Please make checks payable to Carneros Volunteer Fire Department c/o Joeni McDaniel.  
Federal Tax Identification Number: 27-1759901 / White Sheet: CVFD Copy / Yellow Sheet: Donor Copy  
Thank you for your donation.*



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