



## 2009 Babler **X-Treme** Circuit “Rise to the Challenge”

Event Sponsor:

The West County Family YMCA and Ghisallo Racing have teamed up to promote health and fitness in the Chesterfield community. Past successes have included the West County YMCA Youth Triathlon, West County YMCA Indoor Triathlon and the Babler Beast Triathlon. **Our next joint venture will be the Babler X-Treme Circuit Amateur/Professional Bike Race and Family Fun Day to be held at Babler State Park on Sunday, July 12, 2009.**

Interest in bike racing has grown by leaps and bounds and cycling is one of the fastest-growing sports in America. Cyclists and bicycle racers have become highly sought-after groups by many businesses. Combining a bike race with a family event will attract a wide spectrum of participants.

We are seeking companies interested in showcasing their services/products at our event as well as cash or in-kind donations. Your help ensures that no one, of any age, race, gender or ability, will ever be turned away from a YMCA program because they can't afford it.

A variety of sponsorship opportunities are available and may include the following:

- Logo placement on all promotional materials
- Link to company website from West County YMCA website
- Sponsorship Recognition in various forms
  - Email blasts to 3,500 potential participants
  - Press Release to all local news media
  - Advertisement in the Out and About, and the West County News
  - YMCA Brochure sent to 40,000 households
- Opportunity to place coupons, flyers, or small items in the “swag bag” given to the first 500 participants

Your participation will be truly valued as it makes a difference in the lives of others. Together we can build a strong and healthy community.

Sincerely,

Race Director

