



BOARD OF DIRECTORS

*Barbara Legg
President*

*Amanda Gregory
Vice President*

*Maya Bloch
Secretary*

*Arnie Campbell
Treasurer*

*Maty Adato
Past President*

David Baumgarten

Stan Canaris

Michael Chiodo

Nicole Cramer

Lynn Howell

Michelle Kotas

Dr. Susan Mahler

Steve Miesen

Bill Ostrem

Lourdes Ramos

ADVISORY BOARD

Gloria McKearney

Dr. Daniel Winters

Douglas Ricketts

Juan Ulloa

Dr. Mary Lawlor

Patricia Roth

Dear Public Education Supporter,

The EastLake Educational Foundation would like to invite you to join us for our upcoming fundraiser **Cycle EastLake! 2011** which will be taking place on **Saturday April 16th** at the Otay Ranch Town Center in Chula Vista. We saw over 900 registrants last year, and in 2011 we are of course gearing up for a bigger and better event weekend than ever before!

The EastLake Educational Foundation believes that as a part of our community, you are committed to providing local children with the best possible public education; with your support the EEF will be able to grant over \$120,000 to our schools for the 2011-2012 school year!

The following are some of the ways that you can become involved as a local business supporting our schools:

Tour Sponsor - \$2,500

Festival Sponsor - \$1,000

Water Station Sponsor - \$500

Expo Booth - \$250

Goody Bag Insert - \$150

In-Kind Donations – fruit, sports drinks, healthy snacks, water, prizes, goody bag products etc.












































The sponsor benefits and event details have been included for you to look over. Please know that, as always, these packages can be tailored to fit your individual needs. I would love to discuss with you how we can have you involved this year!

Our plan is to finalize sponsorships by mid February, and in-kind donation pledges as soon as possible. Please feel free to call me at 619-997-6470, or email me at renee@eefkids.org for questions and/or obtaining additional information.

I look forward to hearing from you soon.

Warm regards,

Renee Solares
Executive Director

Cycle EastLake Sponsor Benefits & Levels	Presenting \$5,000	Tour \$2,500	Festival \$1,000	Water Station \$500	Media
Company representative introduced at start Helps start event					
Company logo on 1000+ bib numbers					
Company name and/or logo on all print advertising as available					
Name/logo in newspaper advertising (as available)					
Company name/logo on Entry Forms					
Company name mention in Media Releases (as available)					
Company logo at www.active.com for cyclist registration					
Company name/logo on 1,200 Event T- Shirts					
EEF website for 1 year					
EEF website for 6 months					
Mention on website 1-month prior & 1-month post event					
Company Banner at Start/Finish					
PA mention at start gate					
Complimentary Expo Booth Space (Expo is at discretion of event organizers)					
Coupon/Sample/Goodie Bag Insert Opportunity					
Complimentary Entries	10	8	6		4