

Dear Potential Sponsor:

With this letter of introduction, we invite your support for the 6th Annual Fort Collins Club Kids Triathlon, scheduled for August 17, 2008 at the Edora Pool and Ice Center in Fort Collins. We will contact you personally in the near future. We know that your time and your charitable giving are scarce commodities, so we will be brief in making our point of the worthiness your support for this event.

- **What?** Swim, then bike, then run. Distances graded by age. Un-timed.
- **Who?** Kids aged 4-12 who can reasonably be expected to complete the distances.
- **Why?** Inactivity has created a national health and wellness crisis. Inactivity in children leads to inactivity in adults. Triathlons are fun for kids and adults. They put together things kids should do all summer anyway, but they get to do it all at one time. We are about empowerment and fun through healthy lifestyles. Our motto is "I can TRI!" Every child who has dared to begin this event (now more than 1,000 in total) has finished it. We are very proud of that fact.
- **Benefiting?** Everyone associated with this event is a volunteer. All proceeds, net of costs, go to the **Cardiac Kids Chapter of the Children's Hospital**, a registered non-profit organization. The Cardiac Care Center at the Children's Hospital is world renowned, particularly for heart transplant patients, & treats children with congenital heart defects from northern Colorado, including our son Keegan and our friend's son Colby, pictured here at last year's event, and worldwide. The Cardiac Kids Chapter benefits the families of pediatric cardiology patients in Colorado. The mission of the Cardiac Kids is to promote volunteerism, provide emotional support & education for the families of children with heart disorders, educate the public at large regarding heart disease & heart transplants among children, further enhance the work of the Cardiac Care Center, provide support to staff members, & to promote organ donation. Since 2003, we have been able to donate more than \$16,000 to this worthy cause.

➤ **Levels and benefits of your support**

We will consider all forms of financial and in-kind assistance. However, we have developed some basic guidelines that have worked for us the last couple of years.

Level 1: \$200-\$499. In addition to the psychic rewards from knowing you are making this wonderful and heart warming (in more senses than one) event possible and our sincere thanks, benefits to you include: Your logo on the

very cool t-shirts distributed to all participants and on promotional materials (that have not already been printed). Your promotional materials in race packets, should you so choose. Frequent mention of your support by race announcers throughout the day of the event.

Level 2: \$500-\$999. Benefits to you include: The above, but more prominent location and size of your logo on t-shirts, etc. Prominent placement of your banner(s) around the course, finish line and transition area.

Level 3: >\$1000. Benefits to you: The above, but larger and more prominently placed. Banner on announcers' truck, where all of the action is.



➤ **More information?**

This year we have capped participation at 300 to maintain safety and quality. We may have to consider adding a second event if demand continues to expand. We are still largely a local event, although we now attract participants from much of the Front Range. We are now among the largest kids triathlons in Colorado, certainly the largest with a pool swim. Please visit our website for more information:

<http://home.comcast.net/~alseidl/fortcollinsclubkidstri.html>

Thank you for considering our request of support. We look forward to working with you. If you have any questions whatsoever, please do not hesitate to contact us at your convenience. Come join the fun on August 17 and don't forget to sign up your kids!

Cordially,
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