



Dear Local Business:

RE: KC PRO-East Oval Ice Racing - 2012 Season Sponsorship Request

Established in 1991, KC PRO-East Oval Ice Racing is a non-profit organization open to boys and girls aged 4 to 14. The intent of this non-profit organization is to teach safe snowmobiling and good sportsmanship to our young community members. We are a family-run organization with membership extending across the Iron Range from Eveleth to Grand Rapids, throughout the Twin Ports area, as well as from Cloquet north to Fort Frances, Ontario, Canada. We have 13 race categories that are open to oval ice racers from the young beginner to more experienced modified racers. Importantly, we get the kids outdoors to enjoy our northern winters.

Throughout the off-season this year, KC PRO-East spent considerable time and effort fundraising for the 2012 race season. These efforts included a successful silent auction at our year-end banquet in April, a huge rummage sale in June, the sale of hundreds of SnoBarons' raffle tickets in July and August, and months of candy bar sales, as well as other efforts. We attended car shows and carnivals; we participated in parades and community festivals; and we communicated with the public about KC PRO-East everywhere from the Minnesota State Fair to the Duluth National SnoCross event at Spirit Mountain, to local swap meets, and through the local media.

Even with all of our fundraising efforts, our program still depends on the kindness, support and generosity of our local communities and businesses to cover the costs of insurance, safety personnel, permits, awards and other race season expenses. Being a non-profit, all money collected from membership and race fees, and all fundraising and sponsorship proceeds goes directly to the race program. We are an International Snowmobile Racing (ISR) affiliate and, as such, we follow the ISR rules and mandates for track safety and snowmobile set-up, and all safety requirements for our young racers.

Our sponsorship program includes four sponsorship levels, as follows:

- ✚ Platinum level - \$1,000.00 sponsorship
- ✚ Gold level - \$500.00 sponsorship
- ✚ Silver level - \$300.00 sponsorship
- ✚ Bronze level - \$150.00 sponsorship

We would like your support too. Please see the attachment for additional sponsorship information. The 2012 race season starts on January 7th. See our website for the race schedule and related information.

Thank you ~

From the families and racers of KC PRO-East Oval Ice Racing.

Visit us at www.KC PRO EAST.com.

Don Zupec, President
(218) 343-4405

Joe Kleiman, VP
(218) 393-0972

Tina Metz, Secretary
(715) 360-6963

Cindy Kujala, Treasurer
(218) 750-0777

All KCPRO-EAST sponsors receive:

- ✚ A trackside sign displaying your company's logo;
- ✚ A sponsor trophy to display at your business;
- ✚ Your company's name engraved on race trophies; and
- ✚ Recognition at the race awards ceremonies.

Additionally, the sponsorship levels include:

✚ ***PLATINUM LEVEL - \$1000.00 SPONSORSHIP***

Full-page ad in yearbook and on DVD
Link on our website
Copy of yearbook and DVD
2 tickets to the end of year banquet.

✚ ***GOLD LEVEL - \$500.00 SPONSORSHIP***

Half page ad in yearbook and on DVD
Link on our website

✚ ***SILVER LEVEL - \$300.00 SPONSORSHIP***

Quarter page ad in yearbook and on DVD
Link on our website

✚ ***BRONZE LEVEL - \$150.00 SPONSORSHIP***

Business card ad in yearbook and on DVD
Link on our website

Your early commitment to be a 2012 race sponsor will allow your company's sign to be exhibited at more race locations. Be a sponsor today!

Make checks payable to KCPRO-East. Sponsorship checks can be mailed as follows:

KCPRO-East Oval Ice Racing
c/o Tina Metz, Secretary
8702 Kent Road
Poplar, WI 54864

Please include a business card or other copy of your company's logo in the manner you want the name/logo displayed, along with your address, phone number and contact information.

For more information, visit our website **www.KCPROEAST.com**.

If you have sponsorship or membership questions, please feel free to contact President Don Zupec at (218) 723-1684 or (218) 343-4405, or any other officer or KCPRO-East member.

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