



CITY OF CARLIN
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January 1, 2011

Dear Sponsor,

The City of Carlin Equestrian Park's Fourth Annual "Smokin' Hot Chili Cook-off" will soon be here, scheduled for September 16 & 17, 2011. Last year's event doubled in size and was very successful. Carlin is preparing for an expanded group of contestants along with a much larger number of visitors from outside the Carlin/Elko region.

Our goal is to add this event to the list of premier regional events such as the National Cowboy Poetry Gathering and the Elko Motorcycle Jamboree. Carlin and Elko County will benefit from the visitors and contestants. The region will benefit economically from a constituency that would not come to the area normally. Retail merchants will see an increase in revenues and the community will become better known. All proceeds will help fund the completion of the new Carlin Equestrian & Event Center.

In order to make this the premier event we envision there are a number of enhancements that we have planned. These include additional entertainment Friday and Saturday nights, increased prize awards, horseshoe tournament, antique motorcycle show, better concessions and on-site marketing and attractions that will provide entertainment for visitors of all ages. To accomplish these enhancements and make this a truly premier event your support would be appreciated.

This year we are offering four levels of sponsorship to our business and corporate partners. These levels are designated below along with the recognition that will be provided for each level of sponsorship:

- Platinum Sponsorship: Minimum \$2,000 contribution. – Platinum sponsors will receive recognition in all print media advertising through hourly announcements during the event, in all radio and television advertisements locally and in the expanded market. Your log on the home page of the chili web site as well as a separate banner displayed throughout the event featuring your company logo and prominently identifying your company as a Platinum Sponsor. Your company will also be given 2 team entries, 8 tickets to the BBQ and 10 drink tickets, so that you can invite your employees to join in the competition and fun.

- Gold Sponsorship: Minimum \$1,000- contribution. – Gold sponsors will receive recognition in all print media advertising through hourly announcements during the event, in all radio and television advertisements locally and in the expanded market. There will also be a separate banner displayed throughout the event featuring your company logo and prominently identifying your company as a Gold Sponsor. Your company will also be given a team entry and 4 tickets to the BBQ, so that you can invite your employees to join in the competition and fun.
- Silver Sponsorship: \$500 to \$999 contribution - Silver sponsors will receive recognition in all print media advertising through hourly announcements during the event, in all radio advertisements. There will also be a separate banner prominently displayed throughout the event identifying all Sponsors. Your company will receive 4 tickets to the BBQ on Friday.
- Bronze Sponsorship: \$100 to \$499 contribution - Bronze sponsors will receive recognition in all print media advertising and through hourly announcements during the event. There will also be a separate banner prominently displayed throughout the event identifying all Sponsors.

We greatly appreciate your past support. It is important to us to promote Carlin so that it continues to grow as a dynamic, prosperous and energetic community that attracts businesses and residents to the region.

We hope that you will join us in the goal of growing this year's "Annual Smokin' Hot Chili Cook-Off" into a premier regional event. Your continued and future support is much appreciated and as always, we are grateful for all of your past contributions to our city.

Please let us know if you will participate with us as one of our sponsors. You may call Glenn Trust or LaDawn Lawson at Carlin City Hall, 775-754-6354, or you may advise our committee representative when they call on you.

Sincerely,

The Equestrian Event Center Board of Directors and the City of Carlin