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January 18, 2011  
From: Greg Howard, Elite Fitness

Dear, **Potential Sponsor**

Please allow me a moment to introduce you to the Next Level Foundation. Next Level Foundation is in the process of being approved by the Secretary of State as a non-profit, tax exempt foundation that serves a variety of socioeconomically challenged youth with hopes and dreams of improving their life through athletics and fitness. Next level foundation provides youth with the education and training they need to succeed in athletics, academics, and a physically active lifestyle.

I am writing to you today asking you to partner with the Yuba City Mud Run by sponsoring our inaugural event. This first ever mud run will be a jump start to Next Level changing the lives of youth in Northern California. Listed below are the sponsorship details.

**Downright Filthy Sponsor: \$2,000 DONATION**

- 1 Four Man Team to participate
- Company Logo on T-shirt
- Company Logo on Mud Run Flyers and Website
- Company name on obstacle with your logo
- '10X10' Space reserved for vender area

**Muddy Sponsor: \$1,500 DONATION**

- 1 Three Man Team to participate
- Company Name listed on T-shirt
- Company Name on Website
- Company name obstacle with your logo

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**Dirty Sponsor: \$1,000 DONATION**

- 2 Single Participants
- Company Name listed on T-shirt
- Company Name on obstacle

**Clean Sponsor: \$500 DONATION**

- 1 Participant
- Company Name on obstacle

**Obstacle Sponsor: \$200 DONATION**

- Company Name on obstacle

**Vendor Booth: \$100**

- 10'X10' Space reserved for your company

Your generous sponsorship will go towards offsetting the costs of running an event of this size as well as a guarantee that 50% of all sponsorships directly to Next Level Foundation upon approval from the secretary of state.

We are anticipating the ability to serve over 100 youth in Northern California this year. Your generosity will fill the gap of youth in our area that simply need the resources to succeed at the next level of life.

The YC Mud Run will be held on May 14<sup>th</sup> 2011 in Yuba City with races starting at 9:00 am. Promotions for this event will start they day your sponsorship is received. We anticipate roughly 200 participants this year. We believe that this will be a positive opportunity for you company to not only help bridge the gap from underprivileged youth in Northern California, but will also be a great opportunity for your company to advertise to a large number of local customers.

Thank you for your valuable time and we look forward to you valuable sponsorship.

Sincerely,

Jeff Lorenson

***Yuba City Mud Run***

3301 North Park Drive #3214  
Sacramento CA 95835

**www.ycmudrun.com**