



2010 Sponsorship Opportunities

[Roger's Jewelry Company](#) is proud to announce the **2010 Race for the Rock** benefiting [Sacramento Food Bank & Family Services](#) (SFBFS). Participants of this exciting event will race through downtown Sacramento on **June 5, 2010** as part of a text message-based treasure hunt in search of \$40,000 worth of beautiful jewelry prizes. Over 2,000 participants are expected to turn out for this event. If this sounds like a fun opportunity for your company to become involved with supporting SFBFS, please consider becoming an event sponsor at one of the following levels:

Diamond Seeker \$3,000

- * Your company logo will appear on all printed material advertising the event, included in
- * Featured on Race for the Rock and SFBFS' Web sites with link to your company's Web site
- * On-air radio hint sponsorship (Clues will be given on the radio prior to the event)
- * Your company logo will appear the back of all event t-shirts in the largest size
- * Booth space at kick off event with opportunity to distribute marketing materials/product samples
- * Your company logo will appear on the valet ticket attached to each participant's bike
- * Announcement of company name and description at kick off and after party events with thank you
- * Two complimentary team entries (4 participants total) for Race for the Rock
- * Clue for race focusing on your company
- * Booth space at after party with opportunity to distribute marketing materials/product samples
- * Materials/promotions from your company can be included in the participant gift bags
- * A list of Race for the Rock participants who have opted to receive additional communication

Lead Biker \$1,500

- * Your company name will appear on all printed material advertising the event
- * Featured on Race for the Rock and SFBFS' Web sites with link to your company's Web site
- * Your company logo will appear the back of all event t-shirts
- * Booth space at kick off event and after party
- * One complimentary team entry (2 participants total) for Race for the Rock
- * Clue for race focusing on your company
- * Materials/promotions from your company can be included in the participant gift bags

SFBFS Supporter \$500

- * Your company name will appear on all printed material advertising the event
- * Featured on Race for the Rock and SFBFS Web sites with link to your company's Web site
- * Booth space at kick off event OR after party

In-kind donations - Have a great item to be used as a door prize, given to race participants or include in goodie bags? Promote your company by making an in-kind donation.

Sponsorship deadline is May 3. For more information, please contact:

- * Calvin Curtin, Rogers ccurtin@thinkrogers.com (209) 404-4860
- * Kelly Siefkin, SFBFS kelly@sacramentofoodbank.org (916) 456-1980

For more information about the exciting event, please visit www.racefortherock.com