

2012 NPC BILL PEARL HIGH DESERT CLASSIC MAY 12, 2012 BEND, OR



Dear Friends,

Background Artist: Joy Thomassen

Greetings and best regards to each of you reading this letter. I am contacting you regarding an upcoming event that is in need of your support. That event is the 2012 NPC Bill Pearl High Desert Classic.

The Bill Pearl High Desert Classic is an NPC (National Physique Committee) sanctioned bodybuilding, figure and fitness competition, held annually in the heart of beautiful Central Oregon. The NPC Bill Pearl HDC is one of only a few charity events of its kind in the nation, donating all proceeds to local organizations in need.

The driving force behind this event is the non-profit Central Oregon Bodybuilding Association (COBA). The mission of COBA is to educate and assist the people of Central Oregon interested in fitness, health and weight loss. To accomplish this mission, COBA provides an open network for those seeking information about nutrition, physical training and support, as well as scheduled preparatory/training meetings open to anyone who wishes to compete in the NPC Bill Pearl HDC. This service not only benefits athletes, it also provides valuable information to the community by exposing our population to the effort, camaraderie and inspiring results of these physique-related sports.

Because COBA is non-profit and does not carry a standing budget, it is with great respect that we ask for your assistance in funding our 2012 event. Not only will your money help us in hosting an event that has been very well received since its inception in 2008, all proceeds from this event are donated to Central Oregon non-profit organizations.

In previous years, it has been our honor to show our support for the incredible athletes of the High Desert Special Olympics. This year, we are excited to extend our reach in the community by working with Boys & Girls Club of Central Oregon and Neighbor Impact.

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Background Artist: Joy Thomassen

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These worthy organizations have provided much support in their special areas, and it is our hope to assist them in achieving their goals.

Of course, it is also our desire to help those who help us by providing a broad range of advertising packages to our sponsors, the value of which far exceed the dollars spent. Packages include radio ads featuring your business, display of your business logo during the event, opportunities to volunteer and/or present awards during the event, as well as an opportunity to provide your own print material to all competitors and guests.

As a business owner myself, I understand the financial hardships many have faced in this challenging economy, not only in Central Oregon, but across the nation. As you consider becoming a sponsor for the NPC Bill Pearl High Desert Classic, please ask yourself how these rough times have affected those in serious need. Please consider the difficulties and challenges they face...and help them by making a commitment that will allow us to put on an event in which everyone wins!

Thank you for your generous consideration of this very important matter. We hope to hear from you soon.

*Sincerely,
Bill Haynes
President, Central Oregon Bodybuilding Association
541-408-7124*

*Additional Contacts:
Chuck Claussen, COBA 541-280-4239
Christy Reynolds, COBA 541-815-8655*

Event Details

*Date: Saturday, May 12, 2012
Location: Riverhouse Convention Center
Bend, Oregon*

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2012 NPC BILL PEARL HIGH DESERT CLASSIC MAY 12, 2012 BEND, OR



Background Artist: Joy Thomassen

Sponsorship Information Sheet

Corporate—Level 1

\$5000 Sponsorship:

Northwest Regional recognition (California, Oregon, Washington, Idaho, Nevada)

Sponsors on Radio spots, Television, Newspaper, Promotional Handouts and T-shirts

Corporate Representative to be introduced on stage and will present over-all trophies for a category

Sponsorship mention by announcer during morning and evening shows

Corporate Banner in primary location on Stage

Full page ad in Program

Business recognition on Sponsorship Page in Program

Booth in hallway outside of Auditorium

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2012 NPC BILL PEARL HIGH DESERT CLASSIC MAY 12, 2012 BEND, OR



Background Artist: Joy Thomassen

Sponsorship Information Sheet

Corporate—Level 2

\$3000 Sponsorship:

Northwest Regional recognition (California, Oregon, Washington, Idaho, Nevada)

Recognition on Radio, Television, Newspaper, Promotional Handouts and T-shirts

Corporate Representative to be introduced on stage and will present overall trophies for a category

Sponsorship mention by announcer during morning and evening shows

Corporate Banner located inside Auditorium

1/2 page ad in Program

Business recognition on Sponsorship Page in Program

Booth in hallway outside of Auditorium

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2012 NPC BILL PEARL HIGH DESERT CLASSIC MAY 12, 2012 BEND, OR



Background Artist: Joy Thomassen

Sponsorship Information Sheet

Corporate—Level 3

\$1500 Sponsorship:

Northwest Regional recognition (California, Oregon, Washington, Idaho, Nevada)

Recognition on Radio, Television, Newspaper, Promotional Handouts and T-shirts

Sponsorship mention by announcer during morning and evening shows

Corporate Banner located inside Auditorium

1/4 page ad in Program

Business recognition on Sponsorship Page in Program

Booth in hallway outside of Auditorium

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2012 NPC BILL PEARL HIGH DESERT CLASSIC MAY 12, 2012 BEND, OR



Background Artist: Joy Thomassen

Sponsorship Information Sheet

Banner—Premium

\$500 Sponsorship:

Sponsorship mention by announcer during morning and evening shows

Banner located inside Venue

1/4 page ad in Program

Business recognition on Sponsorship Page in Program

Recognition on T-Shirts

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2012 NPC BILL PEARL HIGH DESERT CLASSIC MAY 12, 2012 BEND, OR



Background Artist: Joy Thomassen

Sponsorship Information Sheet

Banner—Basic

\$300 Sponsorship :

Sponsorship mention by announcer during morning and evening shows

Banner located inside Auditorium

Business recognition on Sponsorship Page in Program

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Sponsorship Commitment Letter

I, _____ represent _____
and commit to the \$ _____ sponsorship package for the
2012 NPC Bill Pearl High Desert Classic.

Payment will be made on or before _____.

Signature

Title

Company

Address

City, State Zip

Phone

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