

Our Charities:



Children's Hospital of The King's Daughters (CHKD) is the only facility of its kind in the state of Virginia. CHKD is a not-for-profit hospital founded in 1961 and provides care for over 170,000 patients, from birth to age 21, and their families.

Through generous contributions and donations, CHKD is able to implement state of the art procedures and technologies through innovative research. CHKD is able to treat routine to complex illnesses, as well as provide care to children suffering from chronic and terminal conditions.



The USO of Hampton Roads' mission is to enhance the quality of life and provide public support for members of the armed forces and their families. There are nine centers in the Hampton Roads area maintained and managed by over 750 local volunteers.

The USO is able to offer quality of life programs, family outreach, information and referral services to over 250,000 military members and their families stationed in the Hampton Roads area due to the support and contributions of individuals and business in our area.

www.bikersfortykesandtroops.org

Motorcycle Rally and Concerts



The 5th Annual

Bikers for Tykes & Troops
c/o GEICO Powersports
1345 Perimeter Pkwy
Virginia Beach, VA 23454



GEICO Powersports is proud to host
**The 5th Annual
Bikers for Tykes & Troops
Motorcycle Rally and
Concerts**
April 9-11, 2010
at
KOA Kampground
1240 General Booth Blvd
Virginia Beach, VA 23451

Our annual rally and concert series is a charity event which raises funds for the USO of Hampton Roads and Children's Hospital of The King's Daughters.

Thanks to the generous support of our previous event sponsors, Bikers for Tykes & Troops has raised over \$200,000 to date. The proceeds generated at the event, including sponsorship contributions, go directly to our designated charities.

Enclosed you will find information on the many tax deductible sponsorship opportunities available. Your support of the USO of Hampton Roads and Children's Hospital of the King's Daughters is greatly appreciated.

The 5th Annual



Motorcycle Rally and Concerts

Sponsorship Opportunities

The available sponsorship levels are included for your reference. If your desired contribution does not fall within the offered levels, if you wish to negotiate an 'in-kind' sponsorship, or participate solely as a vendor or exhibitor, please contact us at: bikersfortykesvabeach@geico.com.

Title Sponsorship Starting at \$25,000

Please contact us for more details.

Diamond Level \$15,000

- ◆ Company name mentioned on all radio and TV advertising
- ◆ Prominent placement of company name/logo on bikersfortykesandtroops.org
- ◆ Company name/logo displayed on event main stage banner
- ◆ Placement of company name or logo on all event signage, posters, and print materials
- ◆ Company signage on display at event
- ◆ One full page color advertisement in BFT& T event program
- ◆ 25 Weekend event passes
- ◆ 20 VIP parking passes
- ◆ 15 Onsite "Hospitality Suite" passes
- ◆ 10 Commemorative event t-shirts
- ◆ Onsite booth space

Platinum Level \$10,000

- ◆ Company name mentioned on radio and TV advertising
- ◆ Prominent placement of company name/logo on bikersfortykesandtroops.org
- ◆ Company name/logo displayed on event main stage banner
- ◆ Placement of company name or logo on event signage, posters, and print materials
- ◆ 20 Weekend event passes
- ◆ 15 VIP parking passes
- ◆ 10 Onsite "Hospitality Suite" passes
- ◆ 10 Commemorative event t-shirts
- ◆ Half page color or full page black and white advertisement in BFT&T event program
- ◆ Onsite booth space

Gold Level \$7,500

- ◆ Placement of company name or logo on bikersfortykesandtroops.org
- ◆ Placement of company name or logo on event signage, posters, and print materials
- ◆ 15 Weekend event passes
- ◆ 10 VIP parking passes
- ◆ 10 Onsite "Hospitality Suite" passes
- ◆ 10 Commemorative event t-shirts
- ◆ Half page color advertisement in BFT&T event program
- ◆ Onsite booth space

Silver Level \$5,000

- ◆ Placement of company name or logo on bikersfortykesandtroops.org
- ◆ Placement of company name or logo on event signage
- ◆ 6 Onsite "Hospitality Suite" passes
- ◆ 6 Weekend event passes
- ◆ 6 Commemorative event t-shirts
- ◆ Quarter page color or half page black and white advertisement in BFT&T event program
- ◆ Onsite booth space

Bronze Level \$2,500

- ◆ Placement of company name or logo on bikersfortykesandtroops.org
- ◆ Placement of company name or logo on event signage
- ◆ 4 Onsite "Hospitality Suite" passes
- ◆ 4 Weekend event passes
- ◆ 4 Commemorative event t-shirts
- ◆ Quarter page color advertisement in BFT&T event program
- ◆ Onsite both space

Copper Level \$1,000

- ◆ 3 Weekend event passes
- ◆ 3 Commemorative event t-shirts
- ◆ Quarter page black and white advertisement in BFT&T event program
- ◆ Onsite booth space

NOTE: In addition to all of the benefits noted above, all event sponsors will receive a lapel pin that signifies your support as an official sponsor along with a Certificate of Community Support and Sponsorship to display in your place of business.

Thank you for your interest in our event. Please mark your selected level below to reserve your sponsorship opportunity.

Please make your selection below:

- o Title Sponsor
- o Diamond Level ~ \$15,000
- o Platinum Level ~ \$10,000
 - o Gold Level ~ \$7,500
 - o Silver Level ~ \$5,000
 - o Bronze Level ~ \$2,500
 - o Copper Level ~ \$1,000

Please return this form and your contribution no later than January 15th, 2010. Once your form and contribution is received our Sponsorship Coordinator will contact you.

Note: Print media distribution will begin February 15th, 2010. Contributions received after February 15th will not receive placement on any event print media.

Sponsor Name:

Contact:

Sponsor Address:

Telephone Number:

Fax/Email:

Website URL:

Your tax deductible sponsorship contribution should be payable to USOHR and returned with this form to:

Bikers for Tykes & Troops
c/o Ahlena Jones
1345 Perimeter Parkway
Virginia Beach, VA 23454

For questions or additional inquiries please contact bikersfortykesvabeach@geico.com