



BERRY ARCHITECTURE COMMUNITY WELLNESS RIDE CELEBRATES 10TH ANNIVERSARY!!

As we write this, it is hard to believe that 2018 will be the 10th Anniversary of the Berry Architecture Community Wellness Ride! It is also the 100th Anniversary of the Canadian Mental Health Association in Canada. In celebration of each of these milestones, we are challenging past and future sponsors to help us reach our goal of 100 \$1,000 sponsorships. While we understand not all businesses can work this into their budget, any contribution you can make is greatly appreciated.

If you are unfamiliar with our event, it is held in August of every year and features cyclists riding in one of four distances (100 km, 50 km, 25 km, and 10 km) in support of the Canadian Mental Health Association (CMHA) -Central Alberta Region, and the Central Alberta Brain Injury Society (CABIS). This year's event will take place on Saturday August 11th, 2018. All funds raised go to support individuals and families impacted by mental health issues, addiction, and acquired brain injury. For a full list of programs offered by each organization please visit <http://reddeer.cmha.ca/> and <http://cabis.info/>.

There are many advantages to directing your corporate sponsorship dollars to our event:

- All funds raised stay within the community.
- The event is organized each year by staff and volunteers from CMHA, CABIS, and Berry Architecture + Associates, which means minimal operating expenses.
- Numerous recognition opportunities during the promotion of the event.
- National recognition of your business as our event will be tied into the 100th Anniversary celebrations of the Canadian Mental Health Association in Canada.
- A chance for your staff and their families to ride in the event.

Thank you so much for taking the time to consider your involvement in this worthwhile community event. Someone from our organizing committee will be contacting you in the upcoming weeks to discuss your participation in the event. Alternatively, you can return the attached form along with payment.

Sincerely,

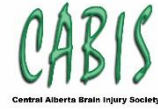
Melissa Brilz

Melissa Brilz
(403) 342-2266
mbrilz@reddeer.cmha.ab.ca

Angela Darbel

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(403) 342-2266
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Co-Chairs Berry Architecture + Associates Community Wellness Ride



Sponsorship Packages - Cash or In-Kind Donations

- Bronze Sponsor \$100-\$999.00
 - Company name included on the save the date posters (See note below)
 - Company name included on thank you banner displayed on event day
 - Company name included on post event thank you notices

- Silver Sponsor \$1,000-\$1,999.00
 - Company logo included on the save the date posters and flyers (See note below)
 - Company logo included on thank you banner displayed on event day
 - Company name included on post event thank you notices
 - Company name included on social media promotion of the event
 - 3 invites for your employees to the post-race celebration
 - 1 complimentary rider (value \$225)

- Gold Sponsor \$2,000-\$4,999.00
 - Your company logo included on the save the date posters and flyers (See note below)
 - Company logo included on thank you banner displayed on event day
 - Company logo included on post event thank you notices
 - Company name included on social media promotion of the event
 - 5 invites for your employees to the post-race celebration
 - 3 complimentary riders (value \$675)
 - Opportunity to provide promotional/marketing materials in rider swag bags
 - Photo opportunity with celebrity rider/s

NOTE: DUE TO PRINTING DEADLINES, DONATIONS RECEIVED AFTER JUNE 1, 2018 MAY NOT BE LISTED ON PRE-EVENT MARKETING MATERIALS.

To secure your sponsorship package, please fill out the information below and return to:

Attention: Angela Darbel
 c/o Wellness Ride Committee
 Canadian Mental Health Association, Central AB Region
 #5017-50th Avenue
 Red Deer, AB T4N 4B6

(Cheques payable to Canadian Mental Health Association, Central AB Region)

My business will participate as a _____ sponsor.
 (Bronze Silver Gold)

Company Name: _____

Contact Name: _____

Address: _____

City: _____ Postal Code: _____