

July 1, 2009

The City of Phoenix Parks and Recreation Department is proud to present the **5th Annual 2009 Phoenix Summit Challenge**, an opportunity for outdoor lovers to climb multiple summits throughout the Phoenix desert and mountain preserves. The event again will feature multiple categories to challenge participants of all levels of fitness and ability. The most challenging category will require participants to complete multiple climbs in a single day. Hikers also will be able to choose a two-day challenge, and families can get in on the action with a half-day event suitable for kids. Wheelchair users and people with mobility impairments can take on an event on the preserves' accessible trails.

The event will be held on November 13 - 14 and passes through Papago Park, South Mountain Park/Preserve, North Mountain Park/Preserve, Lookout Mountain, Camelback Mountain, Phoenix Mountain Park and Recreation Area, and Rio Salado Habitat Restoration Area. On November 15, Summit Challenge participants will be treated to a thank you dinner, dedicated to our sponsors and the love of the outdoors. Last year over 725 individuals registered for the hiking categories presented over the two day event. We expect a similar turn out again this year.

As a sponsor you would receive a multitude of benefits and promotional opportunities. The demographics of event participants are the perfect match to your company! Attached you will find a benefits package for our 2008 Phoenix Summit Challenge. Sponsors may qualify for each level through monetary donation, furnishing raffle prizes for participants with the level monetary equivalent, or monetary equivalent for product contribution for the event participants.

Please let me know if the sponsorship package interests you and if you have any questions. I can be reached at 602-262-6599. I look forward to hearing from you at your earliest convenience.

Sincerely,

Alonso Avitia

City of Phoenix
Parks and Recreation Department

2009 Phoenix Summit Challenge

Please check one:

_____ Phoenix Summit Challenge Event Sponsor (\$2,000)

_____ Phoenix Summit Challenge Supporting Sponsor (\$1,000)

_____ Phoenix Summit Challenge Contributor (\$500)

_____ Phoenix Summit Challenge Provider (Product Donation)

Enclosed is a check payable to City of Phoenix, in the amount of:

\$ _____
(Sponsorship is tax deductible)

Sponsorship Deadline:
September 18, 2009

Please forward your company logo in electronic format to alonso.avitia@phoenix.gov

Contact Name:

Title:

Company:

Address:

City, State, Zip:

Telephone:

Fax:

Email:

Mail Sponsorship to:

Alonso Avitia
Natural Resources Division
Administration Office
2705 North 15th Avenue
Phoenix, Arizona 85007

Contact Information:

Alonso Avitia
602-262-6599 or
602-495-5458



Phoenix Summit Challenge

November
13 - 14, 2009



This event is an opportunity for outdoor enthusiasts of all abilities to hike multiple summits throughout the Phoenix Parks and Preserves!

2009 Phoenix Summit Challenge (<http://phoenix.gov/PARKS/psc09.html>)

The City of Phoenix Parks and Recreation Department is proud to present the **5th Annual 2009 Phoenix Summit Challenge**, an opportunity for outdoor lovers to hike multiple summits throughout the Phoenix Parks and Desert Preserves.

The event will feature multiple categories to challenge participants of all levels of fitness and ability. The most challenging category will require participants to complete multiple hikes in a single day. Hikers also will be able to choose a two-day challenge, and families can get in on the action with a half-day event suitable for kids. Wheelchair users and people with mobility impairments

can take on an event on the preserves' accessible trails. The event will be held on November 13 - 14 and passes through Papago Park, South Mountain Park/Preserve, North Mountain Park/Preserve, Lookout Mountain, Camelback Mountain, Phoenix Mountain Park and Recreation Area, and Rio Salado Habitat Restoration Area.

On November 15, Summit Challenge participants will be treated to a thank you dinner, dedicated to our sponsors and the love of the outdoors.

Last year over 725 individuals registered for the hiking categories presented over the two day event. We expect a similar turn out again this year. As a sponsor you would receive a multitude

of benefits and promotional opportunities. The demographics of event participants are the perfect match to your company! Attached you will find a benefits package for our 2009 Phoenix Summit Challenge. Sponsors may qualify for each level through monetary donation, furnishing raffle prizes for participants with the level monetary equivalent, or monetary equivalent for product contribution for the event participants.

Please let us know if the sponsorship package interests you and if you have any questions. We can be reached at 602-495-5458.

We look forward to hearing from you!

2009 Phoenix Summit Challenge Sponsorship Opportunities

(\$2,000) Event Sponsor Benefits:

- Company name recognition (**first position**) on Phoenix Summit Challenge website
- Corporate logo prominently displayed (**first position, large font size**) on participant T-shirts and passports.
- Corporate logo prominently featured (**first position, large font size**) at the starting point of the Phoenix Summit Challenge and at the closing dinner reception
Company recognition in press materials and in a press packet to be distributed at the event

(\$1,000) Supporting Sponsor Benefits:

- Company name recognition (**second position**) on Phoenix Summit Challenge website
- Corporate logo prominently displayed

(**second position, medium font size**) on participant T-shirts, water bottles and passports.

- Corporate logo prominently featured (**second position, medium font size**) on sponsorship banners at starting point of the Phoenix Summit Challenge and at the closing dinner reception
Company recognition in press materials and in a press packet to be distributed at the event

(\$500) Contributor Benefits:

- Corporate logo and web link prominently displayed (**third position, small font size**) on Phoenix Summit Challenge website
- Corporate logo (**third position, small font size**) on sponsorship banners at starting point of the Phoenix Summit Challenge and at the closing dinner reception
- Corporate logo and web link prominently displayed (**fourth position, small font size**) on the Phoenix Summit Challenge website
Corporate logo prominently featured (**third position, small font size**) on sponsorship banners at

- displayed (**fourth position, small font size**) on the Phoenix Summit Challenge website

Corporate logo prominently featured (**third position, small font size**) on sponsorship banners at starting point of the Phoenix Summit Challenge and at the closing dinner reception

(Product Donation) Provider Benefits:

- Provide a giveaway item for the participant goodie bags (725 bags) to be handed out during check in of the Summit Challenge OR provide product / equipment for the closing reception raffle (\$50-\$100 in value)

Corporate logo prominently featured (**fourth position, small font**) on sponsorship banners at starting point of the Phoenix Summit Challenge and at the closing dinner reception

2009 Phoenix Summit Challenge Sponsorship Opportunities

2009 Phoenix Summit Challenge Event Sponsor (\$2,000) Benefits:

- Company name recognition (**first position**) on Phoenix Summit Challenge website
- Corporate logo prominently displayed (**first position, large font size**) on participant T-shirts and passports.
- Corporate logo prominently featured (**first position, large font size**) at the starting point of the Phoenix Summit Challenge and at the closing dinner reception
- Company recognition in press materials and in a press packet to be distributed at the event

2009 Phoenix Summit Challenge Supporting Sponsor (\$1,000) Benefits:

- Company name recognition (**second position**) on Phoenix Summit Challenge website
- Corporate logo prominently displayed (**second position, medium font size**) on participant water bottles and passports.
- Corporate logo prominently featured (**second position, medium font size**) on sponsorship banners at starting point of the Phoenix Summit Challenge and at the closing dinner reception
- Company recognition in press materials and in a press packet to be distributed at the event

2009 Phoenix Summit Challenge Contributor (\$500) Benefits:

- Corporate logo and web link prominently displayed (**third position, small font size**) on Phoenix Summit Challenge website
- Corporate logo (**third position, small font size**) on sponsorship banners at starting point of the Phoenix Summit Challenge and at the closing dinner reception
- Corporate logo and web link prominently displayed (**fourth position, small font size**) on the Phoenix Summit Challenge website
- Corporate logo prominently featured (**third position, small font size**) on sponsorship banners at starting point of the Phoenix Summit Challenge and at the closing dinner reception

2009 Phoenix Summit Challenge Provider (Product Donation) Benefits:

- Provide a giveaway item for the participant goodie bags (725 bags) to be handed out during check in of the Summit Challenge OR provide product / equipment for the closing reception raffle (\$50-\$100 in value)
- Corporate logo prominently featured (**fourth position, small font**) on sponsorship banners at starting point of the Phoenix Summit Challenge and at the closing dinner reception.

FOR MAXIMUM RECOGNITION PLEASE REGISTER YOUR PARTICIPATION BY:
July 31, 2009

**2009 Phoenix Summit Challenge
November 13-14, 2009**

- _____ **Phoenix Summit Challenge Event Sponsor (\$2,000)**
_____ **Phoenix Summit Challenge Supporting Sponsor (\$1,000)**
_____ **Phoenix Summit Challenge Contributor (\$500)**
_____ **Phoenix Summit Challenge Provider (Product Donation)**

Contact Name: _____

Title: _____

Company: _____

Address: _____

City, State, Zip: _____

Telephone: _____ Fax: _____ Email: _____

Enclosed is a check payable to City of Phoenix, in the amount of:

\$_____ (Sponsorship is tax deductible)

Sponsorship Deadline: September 4, 2009

Please forward your company logo in electronic format to alonso.avitia@phoenix.gov

Mail Sponsorship to:

Alonso Avitia
Natural Resources Division, Administration Office
2705 North 15th Avenue
Phoenix, Arizona 85007

Contact Information:

Alonso Avitia
602-262-6599 or 602-495-5458
alonso.avitia@phoenix.gov