



All-Terrain Vehicle Association of Minnesota  
P.O. Box 999  
Anoka, MN 55303  
800-442-8826  
[www.ATVAM.org](http://www.ATVAM.org)

## **ALL-TERRAIN VEHICLE ASSOCIATION OF MINNESOTA**

### **Let's set a new WORLD RECORD!**

Dear Representative:

In June, 2009 the All-Terrain Vehicle Association of Minnesota (ATVAM) and the City of Silver Bay set a new world record for the World's Largest ATV Parade at 1,632 ATV's. In the fall of 2010 our record was broken in Utah with 1,870 ATV's. We were happy for the folks in Utah, but we feel it's time to bring the record back to Minnesota. Once again, Silver Bay has opened their doors to hosting ATVAM as we prepare to set a new record on June 23<sup>rd</sup>, 2012.

We hope you'll join us in this fun and awe inspiring event with picturesque Lake Superior as our backdrop along with some of the most beautiful trails in the state. Silver Bay and neighboring cities of Beaver Bay and Finland offer riders plenty many destinations to ride to on the interconnected trail system between the cities. After the parade there will be live music and an auction as well as many miles of trail riding opportunities.

We are asking you for sponsorship to help us advertise and run the event in order to ensure that we get enough people to Silver Bay for the weekend to break the record. We'll accept any donation, but we've put together some promotion packages for \$2,500, \$500, and \$250 sponsorships. Please see page 2 for some sponsorship benefits.

There are some great pictures from the 2009 ATV Parade and information about the 2009 ATV parade available at [www.atvparade.com](http://www.atvparade.com).

ATVAM is a statewide non-profit organization established in 1983 to encourage and promote the use of all-terrain vehicles in collaboration with other off-road motorized groups in the state of Minnesota. We promote legislation and regulations favorable to using all-terrain vehicles in Minnesota on public lands develop a sustainable trail system. We pride ourselves on promoting safe use and providing ATV safety training. More information is available about ATVAM at [www.ATVAM.org](http://www.ATVAM.org), 1-800-442-8826 or Email us [ATVAMoffice@ATVAM.org](mailto:ATVAMoffice@ATVAM.org).

Thank You for your support,

Les Schermerhorn  
ATVAM ATV Parade Committee Chair  
1-800-442-8826  
Email: [atvamoffice@atvam.org](mailto:atvamoffice@atvam.org)





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## **2012 ATVAM ATV PARADE SPONSORSHIP REGISTRATION BENEFITS**

### **GOLD SPONSOR \$2500.00:**

- ✔ 1/4 Page advertisement in MNOffroad magazine
- ✔ 5,000 sq ft Outdoor Display space
- ✔ Web link on homepage of [www.atvparade.com](http://www.atvparade.com) and [www.atvam.org](http://www.atvam.org)
- ✔ Right to promote your presence at the event
- ✔ Your LOGO on the T-shirt that will be given to every participant that pre-registers by May, 2012.
- ✔ Your LOGO on posters advertising the event
- ✔ 10 parade registrations for your employees
- ✔ Name listed in the event welcome letter and in MNOffroad magazine immediately after the event.

### **SILVER SPONSOR \$500.00:**

- ✔ 1/16 Page advertisement in MNOffroad magazine
- ✔ 600 sq ft Outdoor Display space
- ✔ Web link on sponsor page [www.atvparade.com](http://www.atvparade.com)
- ✔ Right to promote your presence at the event
- ✔ Your name listed on the T-shirt that will be given to every participant that pre-registers by May, 2012.
- ✔ 4 parade registrations for your employees
- ✔ Name listed in the event welcome letter and in MNOffroad magazine immediately after the event.

### **BRONZE SPONSOR \$250.00:**

- ✔ 300 sq ft Outdoor Display space
- ✔ Web link on sponsors page of [www.atvparade.com](http://www.atvparade.com)
- ✔ Right to promote your presence at the event
- ✔ Your name listed on the T-shirt that will be given to every participant that pre-registers by May, 2012.
- ✔ 2 parade registrations for your employees
- ✔ Name listed in the event welcome letter and in MNOffroad magazine immediately after the event.

### **OTHER DONATIONS CASH OR AUCTION ITEMS:**

- ✔ We will list your name in the event welcome letter and in MNOffroad magazine immediately after the event for any cash or prize donation.





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## 2012 ATVAM ATV PARADE SPONSORSHIP REGISTRATION

Company Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Contact Person: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Website for link: \_\_\_\_\_

Description	T-shirt	Ad size	Cost (each)	Total Sponsorship
World Record ATV Parade Gold Sponsor		1/4 page	\$2,500	_____
World Record ATV Parade Silver Sponsor		1/16 page	\$500	_____
World Record ATV Parade Bronze Sponsor		---	\$250	_____
Other Donations			Other amount	_____

**CREDIT CARDS:**

Cardholder Name: \_\_\_\_\_  
 Account Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_  
 MasterCard       VISA       Discover

Signature & Date: \_\_\_\_\_

Mail payment with copy of registration form to: **ATVAM, P.O. Box 999 • Anoka, MN 55303.**

In person: One of our volunteer representatives may stop by and see you in person. You may fill out the registration and ask for an invoice by mail.

