



All-Terrain Vehicle Association of Minnesota
P.O. Box 296
Geneva, MN 56035
800-HI-ATVAM
www.ATVAM.org

ALL-TERRAIN VEHICLE ASSOCIATION OF MINNESOTA

Let's set a new WORLD RECORD!

Dear Representative:

In June, 2008 the All-Terrain Vehicle Association of Minnesota (ATVAM) and the City of Silver Bay attempted to set a new world record for the World's Largest ATV Parade. We made a valiant attempt and came in a close 2nd with 1,083 ATV's, which was a mere 56 ATV's short of the old record of 1,138 ATV's set by the Harlan County Ridge Runners in Everts, Kentucky in 2006. We came so close, in fact, that everyone that the crowd demanded that we try again in 2009.

We hope you'll join us in this awe inspiring event with picturesque Lake Superior as our backdrop on June 13th, 2009 when we return to Silver Bay in a 2nd attempt at the "Worlds Largest ATV Parade". Some of the most beautiful trails in the state are in and around Silver Bay and neighboring cities of Beaver Bay and Finland offering riders many places to go and ride and some incredible scenery. 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 2008 ATV Parade and information about the 2009 ATV parade available at www.atvparade.org. Highlights DVD's from the 2008 attempt are available for sale on the site as well.

ATVAM is a grass-roots, non-profit organization established in 1983 and currently has over 12,000 members and 70 local clubs dedicated to responsible ATV use, safety, and the development of a sustainable ATV trail system in Minnesota. There are over 300,000 registered ATV's in Minnesota and it is our goal to make sure ATVers have places to ride responsibly. More information is available about ATVAM at www.ATVAM.org, 1-800-HI-ATVAM, or Email us ATVAMoffice@ATVAM.org.

Thank You for your support,

Les Schermerhorn
ATVAM ATV Parade Committee Chair
1-800-HI-ATVAM
Email: atvamoffice@atvam.org





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2009 ATVAM ATV PARADE SPONSORSHIP REGISTRATION BENEFITS

GOLD SPONSOR \$2500.00:

- 1/3 Page advertisement in ATVAM Events magazine
- 5,000 sq ft Outdoor Display space
- Web link on homepage of www.atvparade.org and 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 9th
- 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:

- 1/12 Page advertisement in ATVAM Events magazine
- 600 sq ft Outdoor Display space
- Web link on sponsor page www.atvparade.org
- 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 9th
- 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.org
- 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 9th
- 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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2009 ATVAM ATV PARADE SPONSORSHIP REGISTRATION

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

Description	T-shirt	Add size	Cost (each)	Total Sponsorship
World Record ATV Parade Gold Sponsor		1/3 page	\$2,500	_____
World Record ATV Parade Silver Sponsor		1/12 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 296 • Geneva, MN 56035.**

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.

