



A NON-PROFIT EVENT
ORGANIZED BY THE

**JESSICA FLORES-FOSTER
FOUNDATION**

1300 EAST EXPRESSWAY 83
LA FERIA, TEXAS 78559
www.pedaltothemedal.org

NOELIA ZAMORA FLORES
BOARD OF DIRECTORS
(956) 797-2284
(956) 742-9040

DALIA MARTINEZ
EVENT COORDINATOR
(956) 343-8523

DEBBIE RODRIGUEZ
SPONSORSHIP COORDINATOR
(210) 724-6150
Direct Email:
debbie4pedaltomedal@yahoo.com

501(C)(3)
Identification Number
275347808



Dear Office Manager,

I am writing to inform you of our 1st Annual **Pedal to the Medal** in remembrance of Jessica Flores-Foster, Atty., daughter of Orlando Flores and Noelia Zamora Flores. This is not only a remembrance ride, but also an event designed to bring cancer awareness. **Pedal to the Medal** will be held on **June 4, 2011**, in the beautiful community of La Feria, Texas. Our starting point is the La Feria High School parking lot. An avid lover of cycling, Jessica devoted her law career to helping the underprivileged in her community. So, organizers of this non-profit organization put this event together to provide a high school graduate(s) with a scholarship, to support community-based organizations, and to support the American Cancer Society—seeing this as a perfect way to honor Jessica's memory.

Your support would be greatly appreciated. As our annual event nears, we are currently identifying sponsors to help make it a great success. Please consider your sponsorship as a great marketing tool in terms of the exposure to **over 500 riders**. Quite a few **corporate teams** will be riding this event. Most importantly, your sponsorship conveys a **strong, direct message of community support**.

As we secure **founding sponsors of this inaugural event**, their logos will be prominently displayed on our website (www.pedaltothemedal.org), on participants' t-shirts, and on banners which will be located throughout the sixty (60) mile ride. There are several sponsorship opportunities available from which you may choose. All levels of support will secure a spot for your company's logo:

\$2,000 GOLD SPONSOR

- Prominent display of sponsor logo on t-shirt
- Logo and contact info on website
- Logo on fliers
- Opportunity to give speech at event
- Opportunity to set up promotional booth/or display promotional banner
- Promotional material in Goodie Bags

\$1500 SILVER SPONSOR

- Prominent display of sponsor logo on t-shirt
- Logo and contact info on website
- Logo on fliers
- Opportunity to set up promotional booth/or display promotional banner

\$500 BRONZE SPONSOR

- Prominent display of sponsor logo on t-shirt
- Opportunity to set up promotional booth/or display promotional banner

\$250 IN KIND SPONSOR

- Opportunity to set up promotional booth/or display promotional banner

Our hope is to have all sponsors lined up **no later than Friday, May 16** so that marketing materials can be designed and on order by the end of the month. Again, I sincerely thank you for your consideration and look forward to a new sponsorship tradition. Please do not hesitate to contact me or other Foundation/Event organizers should you require any additional information.

Very Best Regards,

Noelia Zamora Flores
Jessica Flores-Foster Foundation Member and Event Organizer

Sponsor / Event Registration Form



IN MEMORY OF JESSICA FLORES-FOSTER, ATTY.



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EVENT INFORMATION

Event Date

Saturday, June 4, 2011

Location

La Feria High School
901 North Canal Street, La Feria,
Texas 78559

Registration Time

6:30 am

SPONSORSHIP/ PARTICIPANT INFO

Participants are required to complete all that is hi-lighted in yellow.

SPONSOR/**PARTICIPANT NAME** _____

PARTICIPANT AGE: _____ **SEX:** M F

SPONSOR REPRESENTATIVE _____

ADDRESS/CITY/ZIPCODE _____

CONTACT PHONE NO. _____

EMAIL: _____

\$2,000 GOLD SPONSOR

\$1500 SILVER SPONSOR

\$500 BRONZE SPONSOR

\$250 IN KIND SPONSOR

\$ _____ **HONORARY SPONSOR**

Thank you!

Please forward your logo/business information to debbie4pedaltomedal@yahoo.com

EVENT

BIKE \$30.00 (Choose One) ___10 Miles ___20 Miles ___40 Miles ___60 Miles
(Please call regarding Team rates)

T SHIRT SIZE (Circle One) XS S Med LG XL 2XL 3XL
(Note: TShirt to first 300 Registrants)

KIDS BIKE RODEO \$15.00 (Circle One) XS S Med LG
*Please bring your bike and protective equipment.
(T-Shirts to first 100 kids)

WAIVER

I fully understand that my participation in the Pedal to the Medal is at my own risk. Regardless of cause, participation, my result in injury, illness or death. Although I fully understand these risks, I desire to participate without regard to consequences. By signing below, I waive all claims I may have against Pedal to the Medal, its' sponsors, the City of La Feria, and all other organizations and persons connected with this event are not to be held responsible for any injuries and/or loss which I may suffer while taking part in this event or as a result thereof. In this connection, I hereby waive any claim of damages to my person or property.

Participants Signature _____

Parent/Guardian Signature (if under 18) _____