



May 1, 2017

Dear Friend of the Y,

The VALPARAISO FAMILY YMCA is proud to now host "**Lorie's Lakeside Century**" which is set for **Saturday, September 16, 2017**. This event came our way recently due to some changes at the VNA, its previous beneficiary, (see enclosed letter from Maria Galka). The event is in memory of Lorie Kirkley and will now benefit our Chronic Disease Prevention Programs at the Y, including **LIVESTRONG at the YMCA** and the **YMCA's Diabetes Prevention Program**.

Lorie's Lakeside Century is a bike ride for experienced riders, novices, individuals and groups – with routes of 26, 39, 62, 75 and 100 miles. It's a tour, not a race, through Victorian-era towns and farmland on scenic back roads. All routes travel to Lake Michigan and the Indiana Dunes National Lakeshore, an opportunity to experience Hoosier hospitality at its finest!

The **LIVESTRONG at the YMCA Program** is a 12-week cancer survivorship program that focuses on helping those affected by cancer to ease back into fitness, improve confidence and increase self-esteem. The small group program is absolutely free for the participant, funded by YMCA fundraisers and grants. The **YMCA's Diabetes Prevention Program** is a 12-month program that helps adults at high risk of developing type 2 diabetes; reduce their risk for developing the disease by taking steps that will improve their overall health and well-being. All registration costs for this program are subsidized by YMCA fundraisers and grants at a minimum of 50% to ensure anyone who needs the program can participate.

At this time, we are **securing sponsors** and seeking groups of **volunteers** for **Lorie's Lakeside Century**. If you are interested in a sponsorship opportunity (listed on the next page) or volunteering, you may contact either of us at: 219-462-4185, extension 350; or via e-mail: btripp@valpoyymca.org; or Chuck Gutzwiller at extension 230; or cgutzwiller@valpoyymca.org.

When you give to the Y, you continue to strengthen our community and move us all forward. As the nation's leading non-profit for youth development, healthy living and social responsibility, the Y uses your gift to make a meaningful, enduring impact right in your own neighborhood.

Sincerely,

Brittany Tripp
Associate Director of Wellness

Enclosures

Mission Statement

To put the Christian principles of caring, honesty, respect and responsibility into practice through inclusive programs that build healthy spirit, mind and body.



LORIE'S LAKESIDE CENTURY



September 16, 2017

Sponsorship Opportunities 2017

Presenting Sponsor - \$5,000

- 25 free registrations and Hats
- Corporate logo on marketing material
- Opportunity to distribute items in rider packets
- Signage at all SAG stops
- YTV, website and social media

Platinum Sponsor - \$2,500

- 15 free registrations & 15 free Hats
- Corporate logo on marketing material
- Distribute promotional items in rider packets
- Recognition on our website and day of event

Gold Sponsor - \$1,000

- 10 free registrations & 10 free Hats
- Distribute promotional items in rider packets
- Recognition on our website and day of event

Breakfast Sponsor (3 available) - \$500

- 5 free registrations & 5 free Hats
- Distribute promotional items in rider packets
- Recognized as Breakfast Sponsor on our website and day of event at Ride Headquarters

Lunch Sponsor (3 available) - \$500

- 5 free registrations & 5 free Hats
- Distribute promotional items in rider packets
- Recognized as Breakfast Sponsor on our website and day of event at Ride Headquarters

Silver Sponsor - \$500

- 5 free registrations & 5 free Hats
- Distribute promotional items in rider packets
- Recognition on our website and day of event

SAG Stop Sponsor (5 available) - \$250

- 3 free registrations & 3 free Hats
- Distribute promotional items in rider packets
- Recognition on our website and day of event at SAG Stop & Ride Headquarters

Bronze Sponsor - \$250

- 3 free registrations & 3 free Hats
- Distribute promotional items in rider packets
- Recognition on our website and day of event

Copper Sponsor - \$100

- 1 free registrations & 1 free Hat
- Distribute promotional items in rider packets
- Recognition on our website and day of event

PLEASE COMPLETE THE INFORMATION BELOW and RETURN BY 8/1/17:

Please complete and return to the Valparaiso Family YMCA, 1201 Cumberland Crossing Dr., Valparaiso, Indiana 46383. Please make checks payable to: Valparaiso Family YMCA.

Please reserve the following sponsorship for my company:

____ Presenting Sponsor \$5,000

____ Platinum Sponsor \$2,500

____ Silver Sponsor \$500

____ Gold Sponsor \$1,000

____ SAG Stop Sponsor \$250

____ Breakfast Sponsor \$500

____ Bronze Sponsor \$250

Company Name *(as you would like to be listed)*

Contact Person

Address

City / State / Zip

Phone
