



RIVERSIDE EAST ROTARY

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2009-2010

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January 1, 2010

Dear Prospective Sponsor:

The Riverside East Rotary Club is a community service club which was chartered in 1987. We have a non-profit 501 (C) (3) Foundation. Now, since the year 1999, "**Show and Go Car Show for Charity**" is the means by which Riverside East Rotary has been able to support various charities and community needs financially, and through physical participation throughout the City of Riverside.

This fundraising event would not be possible without the partnership of the **OLD FARTS RACING TEAM So Cal.** whose man-power and event logistics deliver a "CLASS A" car show event. Our **13<sup>th</sup> show** is clearing the way for 1000 car and motorcycle participants. We anticipate a crowd of 35,000 attendees over the weekend of **April 30, May 1, and May 2**, in downtown Riverside.

Our gratitude goes out to our past SPONSORS, making it possible to raise funds to give back to our community. "**Show and Go Car Show for Charity**" has enabled Riverside East Rotary and the Old Farts Racing Team to donate over \$200,000 to date. The recipient list is diverse: Cultural Arts, Youth, Families, Seniors, Public Educational Institutions, Health & Welfare, Social Services, Public Safety, Veterans, and Humane Society.

The needs of many are now magnified due to our current economy. It is with our utmost humble request that we seek your support of our "**Show and Go Car Show for Charity 2010**". Be part of our "**QUARTER of a MILLION DOLLAR CAMPAIGN**" and let the recipients recognize you for enhancing their lives. Your sponsorship will impact many lives no matter how big or small your contribution.

We are grateful for your kind consideration and support of "**SHOW AND GO FOR CHARITY 2010**". Enclosed, please find the Sponsorship Opportunity Sheet and highlight your choice. Vendor Spaces and Program Advertisements are also available.

(Note: Your sponsorship is tax deductible)

With Sincere Gratitude,  
Cynthia Y. DeSoto  
Show and Go for Charity 2009  
Marketing Director

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