



RIVERSIDE EAST ROTARY

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2011-2012

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January 10, 2012

Dear Prospective Sponsor/Vendor/Advertiser:

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 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. Our 14<sup>th</sup> Annual Show and Go Car Show for Charity (however our 15<sup>th</sup> show) is approaching. We are hopeful to secure your support as an **Event Sponsor (\$500 and up), Vendor or Advertiser** (4 color 42 page Event Program -2000 distribution).

This fundraising event would not be possible without the partnership of the Old Farts Racing Team whose man-power and event logistics deliver a "Class A" car show event. Our 14<sup>th</sup> Annual, however **15<sup>th</sup> show** is clearing the way for 1000 car and motorcycle participants, vendors and an anticipated crowd of 35,000 attendees over the weekend of **May 4, May 5 and May 6**, in downtown Riverside. The event is located between 14<sup>th</sup> Street and Mission Inn Avenue, and Main and Market St. Event begins Friday 6pm and ends Sunday at 2:00pm

***Our DEEPEST GRATITUDE** goes to our event SPONSORS who have made it possible to increase our recipient list over the years. We strive to provide funds for Children and Families, Education, Health, Fitness & Welfare, Cultural Arts, Green Programs, Senior Citizens, Social Services, Public Safety, Veterans, Humane Society, and Economic Development.*

In this unstable state of our economy, we treat this difficult time with great regard in acknowledging that our business community is equally impacted. Uniting our efforts for all can impact the challenges that we face with positive results.

The purpose of Rotary is to enhance the lives of others. We humbly ask for your support of "Show and Go for Charity 2012", by way of a monetary or in-kind sponsorship, no matter how large or small, know that it will make a difference. To date our Sponsors, Vendors, Advertisers, and Volunteers, have made it possible to give back more than \$300,000 to the communities of Riverside, California.

We are grateful and thank you for your support of "**SHOW AND GO CAR SHOW FOR CHARITY 2012**". (See: Sponsorship Levels & Entitlements, Sponsor Commitment Form, Be a Vendor, Advertise in the Program)

With Sincere Gratitude,

Cynthia Y. DeSoto  
Show and Go Car Show for Charity 2012  
Promotions & Fundraising Director

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