



PO Box 2012, Evergreen CO 80437-2012

[www.drive-smart.org](http://www.drive-smart.org)

October 2017

As we prepare for the **2017 Skate the Lake**, DRIVE SMART is seeking your support as valued sponsor. Since 1996, Skate the Lake has been the signature alcohol-free, family-oriented New Year's Eve event in Colorado and DRIVE SMART's major fundraising event.

The mission of DRIVE SMART is to **save lives** by preventing traffic-related fatalities and injuries. We work in partnership with schools, businesses, and civic, community and governmental organizations to educate, create awareness and improve attitudes regarding safe driving in our communities.

It is our philosophy that *'It takes a generation to make a change'*. We know that our steady influence in the community allows us to achieve our ultimate goal of saving lives; one vehicle at a time...one driver at a time...one seat belt at a time. It is through such programs as our **car seat check** services, **donations of child safety seats** for those in need, **driver's education scholarships** for new teen drivers, **CarFit services** and information for experienced drivers, and **motorcycle safety events** that we spread our knowledge of traffic safety and best practices.

The **proceeds from this event** will once again be **used to keep our programs strong and communities safe**. This year we have set a goal of expanding the reach of DRIVE SMART. We will accomplish this by adding our child passenger safety and teen motor vehicle programs to new schools, increasing the number of driver's education scholarships distributed, donating more car seats, as well as other outreach initiatives. With your **generous sponsorship**, we will be able to make an even larger impact in our area communities and neighbourhoods.

**We thank you for your consideration and support** of DRIVE SMART and its mission and look forward to your participation in Skate the Lake again this year. We couldn't do it without your assistance! Please see the attached form for information on the sponsorship levels and opportunities available, or contact us to discuss customized alternatives that fit your goals.

Respectfully,

DRIVE SMART Board of Directors

***Do Your Part.....DRIVE SMART***



## Sponsorship RSVP

**YES!** Please sign me up as a sponsor for the 2017 Skate the Lake!!

Sponsor Name and Contact Information:

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Email

Address: \_\_\_\_\_

Please indicate your sponsorship level \_\_\_\_\_ and/or value \$ \_\_\_\_\_

**Please return this page and your payment to:**

**DRIVE SMART, PO Box 2012, Evergreen, CO 80437-2012**

To pay by credit card, please go to our website or provide the following information

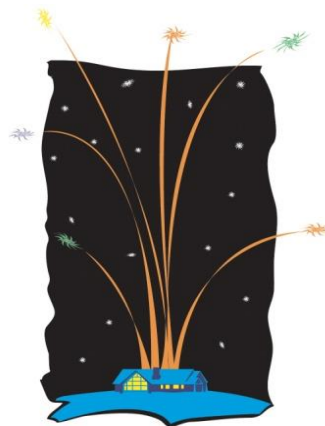
Name on Credit Card \_\_\_\_\_

Credit Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ 3-Digit Code \_\_\_\_\_

**Or...Give your Sponsorship a boost and schedule your payment for Colorado Gives Day, December 5 at <https://www.coloradogives.org/DriveSmart/overview>**

**Thank you for your support!**



*DRIVE SMART is a tax exempt public charity under Section 501 (c)(3) of the Internal Revenue Code, and therefore your donations are tax deductible.*

**Do Your Part.....DRIVE SMART**



## The Perks of Being an Event Sponsor!!

	\$1 - \$249	\$250 - \$499	\$500 - \$749	\$750 - \$999	\$1,000 - \$2,499	\$2,500 - \$4,999	\$5,000 - \$7,499	\$7,500 - and up
<p><b>Best of the Best Perk: You are SAVING LIVES!!</b></p> <p><b>Marketing Perks:</b> Name &amp; Logo Prominently Displayed on Social Media and Marketing and Event Materials and on DRIVE SMART Home and Event Pages with a link to your business for 3 months.</p> <p><b>Program Perks:</b> 4 DRIVE SMART Program presentations of your choice</p> <p><b>VIP Perks:</b> VIP Treatment Package to include 8 Event Tickets and 4 Parking Passes</p> <p><b>Priceless Perks:</b> Personal note of gratitude from DRIVE SMART Board of Directors</p>								X
<p><b>Best of the Best Perk: You are SAVING LIVES!!</b></p> <p><b>Marketing Perks:</b> Name &amp; Logo displayed on Social Media and Marketing and Event Materials and on DRIVE SMART Home and Event Pages with a link to your business for 60 days.</p> <p><b>Program Perks:</b> 4 DRIVE SMART Program presentations of your choice</p> <p><b>VIP Perks:</b> VIP Treatment Package to include 8 Event Tickets and 4 Parking Passes</p> <p><b>Priceless Perks:</b> Personal note of gratitude from DRIVE SMART Board of Directors</p>							X	
<p><b>Best of the Best Perk: You are SAVING LIVES!!</b></p> <p><b>Marketing Perks:</b> Name &amp; Logo displayed on Social Media, Event Marketing Materials and on DRIVE SMART Home and Event Pages with a link to your business during the month of event</p> <p><b>Program Perks:</b> 2 DRIVE SMART Program presentations of your choice</p> <p><b>VIP Perks:</b> VIP Treatment Package to include 4 Event Tickets and 2 Parking Passes</p> <p><b>Priceless Perks:</b> Personal note of gratitude from DRIVE SMART Board of Directors</p>						X		
<p><b>Best of the Best Perk: You are SAVING LIVES!!</b></p> <p><b>Marketing Perks:</b> Name &amp; Logo displayed on Social Media and Event Marketing Materials and on DRIVE SMART Home and Event Pages during the month of event</p> <p><b>Program Perks:</b> 1 DRIVE SMART Program presentation of your choice</p> <p><b>VIP Perks:</b> VIP Treatment Package to include 2 Event Tickets and 1 Parking Pass</p> <p><b>Priceless Perks:</b> Personal note of gratitude from DRIVE SMART Board of Directors</p>					X			
<p><b>Best of the Best Perk: You are SAVING LIVES!!</b></p> <p><b>Marketing Perks:</b> Name mentioned in Social Media Posts related to event and on DRIVE SMART Home and Event Pages during the month of event</p> <p><b>VIP Perks:</b> VIP Treatment Package to include 2 Event Tickets and 1 Parking Pass</p> <p><b>Priceless Perks:</b> Personal note of gratitude from DRIVE SMART Board of Directors</p>				X				
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<p><b>Best of the Best Perk: You are SAVING LIVES!!</b></p> <p><b>Marketing Perks:</b> Your name scrolling on DRIVE SMART Events Page for 45 day period around the event.</p> <p><b>Priceless Perks:</b> Note of gratitude from DRIVE SMART</p>		X						
<p><b>Best of the Best Perk: You are SAVING LIVES!!</b></p> <p><b>Priceless Perks:</b> Note of gratitude from DRIVE SMART</p>	X							