

# OPTIMIST CLUB OF LAS CRUCES

P.O. Box 16406 ♦ Las Cruces, NM 88004

**WHAT:** Sponsorship Opportunities for the “2023 Tour de Optimism”

**WHO:** Companies and individuals that wish to support the civic activities of The Optimist Club of Las Cruces

**WHEN:** The 2023 Tour de Optimism will be held on Sunday, April 23rd

**WHERE:** To find out more about the ride refer to the Club website

[www.lascrucesoptimistclub.org](http://www.lascrucesoptimistclub.org)

**WHY:** Your good name is affiliated with the good work of the Optimist Club

**HOW:** Review the sponsorship opportunities below. Make a selection. Sign the form. Send your payment. Submit camera-ready artwork.

Please consider becoming a Sponsor for our upcoming “Tour de Optimism.” There are four sponsorship opportunities available.

1. Break Sponsorship -- \$750.00
  - a. Club will print a banner with your company name and logo that will be displayed at the break station
  - b. Company name and logo will appear on the ride T-Shirts and other promotional materials
2. T-Shirt Sponsorship – \$750
  - a. Company name and logo will receive banner placement on the back of the ride T-Shirt
  - b. Company name and logo will appear on other promotional materials
3. Platinum Sponsorship -- \$150.00
  - a. Company name and logo will appear on ride T-Shirts and other promotional materials
4. Gold Sponsorship -- \$75.00
  - a. Company name and logo will appear on ride T-Shirts

**Yes**, I wish to be a sponsor for the 2023 Tour de Optimism.

Name of Individual or Company: \_\_\_\_\_ Signature: \_\_\_\_\_  
Date: \_\_\_\_\_ Enter a √ check mark in the box, next to the level of sponsorship you are selecting.

- Break Sponsorship -- \$750.00  
 T-Shirt Sponsorship -- \$750.00  
 Platinum Sponsorship -- \$150.00  
 Gold Sponsorship -- \$75.00

Send this form and a check for the designated amount payable to the Optimist Club of Las Cruces to the address at the top of this letter. If you wish to advertise your support for the “Tour de Optimism” please send a JPG, or JPEG logo along with the business name to [dwilson0884@gmail.com](mailto:dwilson0884@gmail.com). The deadline for being included on the ride T-Shirts is April 3rd.

The Las Cruces Optimist Club satisfies the IRS criteria for recognition as a public charity under section 501c3 of the Code. More information about the Optimist Club is available at [www.lascrucesoptimistclub.org](http://www.lascrucesoptimistclub.org).