

Colorado State University

Sponsorship Opportunity

The Global Social and Sustainable Enterprise (GSSE) Program at CSU is unlike any other business degree. Our students aim to become entrepreneurs in the most challenging markets in the world, using the power of enterprise to help eliminate global poverty. The goal of the GSSE Community Ride is to raise awareness and money. 100% of proceeds will benefit financially challenged student-entrepreneurs from Africa, Asia and Latin America, and their international project work. This event truly supports a higher purpose.

The 15, 42 and 62-mile rides will be held on May 9th at First National Bank in partnership with The Collegiate Nationals. Last year the nationals brought over 6000 bike enthusiasts to Fort Collins. Fans of this sport make up a community that is educated, affluent and involved. By supporting this annual event, you demonstrate to this demographic, your employees and everyone in the community that you are committed to global sustainability.

Your decision to support this event benefits many parties, including:

1. **Colorado State University** - The GSSE program is the first of its kind anywhere. Your support helps CSU lead in a new and innovative field.
2. **Fort Collins** – We build upon our community’s growing reputation as an entrepreneurial hub with new solutions for global sustainability.
3. **Developing Countries** – GSSE projects provide a business approach to poverty alleviation that offers an alternative to the often ineffective practices of the past.
4. **Entrepreneurs** – By investing in our international students, you get the highest potential return on our investment. The ventures they start could be the business that lifts thousands out of poverty.
5. **Your Business** – You position your business as a change leader that cares about this community and our world, while reaching an audience that values these qualities.

SPONSORSHIP OPPORTUNITIES

Event Sponsor \$10,000

- Sponsor listed as Presenting Sponsor of the event on the front cover of all brochures and on event posters.
- Sponsor’s name and logo printed prominently on the back of the event T-shirts given to volunteers and walkers.
- Sponsor’s name prominently mentioned in all press releases produced for the event.
- Sponsor prominently recognized in pre and post-event mailings to GSSE friends and supporters.
- Sponsor’s corporate banner may be prominently displayed at the start-end point of Walk.
- Sponsor may have an information booth/tent at Walk and the opportunity to develop promotional campaigns tied into the event.
- Sponsor’s name or logo will be prominently displayed on the event website
- Sponsor may include promotional materials inside rider packets.

Route Sponsors \$7,500

- Sponsor’s name or logo placed on front cover of all walker brochures and event posters.
- Sponsor’s name or logo highlighted on the back of Walk T-shirts given to volunteers and walkers.
- Sponsor’s name prominently mentioned in all press releases produced for the event.



- Sponsor's corporate banner may be prominently displayed at the start/end point of Walk.
- Sponsor may have an information booth/tent at Walk and the opportunity to develop promotional campaigns (that do not conflict with any being run by event sponsor of the event) tied into the event.
- Sponsor's name or logo will be prominently displayed on the Walk website
- Sponsor may include promotional materials inside rider packets.

Major Sponsor \$2,000

- Sponsor's name and logo prominently listed in the event sponsor brochures and on the event posters.
- Sponsor's name and logo will be prominently placed on event T-shirt.
- Sponsor's name included in a press release produced for the event.
- Sponsor's corporate banner may be displayed at the start/end point of Walk.
- Sponsor will have opportunity to have an information booth at Walk.
- Sponsor's name or logo will be displayed on the Walk website
- Sponsor may include promotional materials inside rider packets.

Sponsorship Confirmation Form

Yes, we are proud to support the inaugural GSSE Community Ride. We authorize the program to include our name or logo on all the materials printed for the event consistent with our sponsorship selection below.

- _____ Event Sponsor \$10,000
- _____ Route Sponsor \$ 5,000
- _____ Major Sponsor \$ 2,000
- _____ Other- please list amount

NAME: _____
 COMPANY: _____
 ADDRESS: _____
 CITY: _____ STATE: _____ ZIP: _____
 PHONE: _____ FAX: _____
 E-MAIL: _____

_____ Our check is enclosed _____ Please invoice me

To insure that your company logo is included on the sponsor brochures and posters, please return this form to the following address by March 1, 2009. Once this form is received someone will contact you to regarding the artwork for the Walk materials.

Global Social and Sustainable Enterprise Program
 Carl Hammerdorfer
 6004 Campus Delivery
 Fort Collins, Colorado 80523

