



To whom it may concern:

Every once in a while an event comes along that will change lives. On [September 11th & 12th, 2010](#), just such an event will be happening – it will change the lives of many – including your own.

The 2010 Haiti earthquake was a catastrophic magnitude 7.0 earthquake, with an epicenter approximately 16 miles west of the capital city of Port-au-Prince. The earthquake occurred at 16:53 local time on Tuesday, January 12th. By January 24th, at least 52 aftershocks had been recorded. An estimated **three million people** were affected by the quake; the Haitian Government reported that an estimated **230,000 people had died, 300,000 had been injured and 1,000,000 were left homeless**. It was the most severe earthquake to hit Haiti in 200 years.

Since that day, many countries have responded to appeals for humanitarian aid, pledging funds and dispatching rescue and medical teams, engineers and support personnel. But it is now, that the people of Haiti truly suffer the aftermath. When the humanitarian aid has slowed to a stand still, the local government is in turmoil, and those wanting to help are made helpless by confusion and lack of direction. Mission travelers, are able to aid those in surrounding communities by lending a helping hand to rebuild structures and aid in providing life value to the people of Haiti. But they need more help. The Haitian population struggles with daily survival, and the children of Haiti are truly watching days slip by. Please join us in partnering with [24 Hours for Haiti](#).

[24 Hours for Haiti](#) is the brain child of life-long motorcycle enthusiast, Perry Prichard. Prichard has been traveling to Haiti on mission trips for some time now and every trip, from the very first visit, Prichard feels that “it touches your heart in a special way”. The earthquake has compelled Prichard to do something extra... something additional to help in the global cause to raise money for the relief effort that continues in Haiti. He is just one person hoping to make a positive difference to repair the disaster that devastated the lives of so many in that country.

After talking with family and friends, Prichard connected his love for motorcycles with his goal to raise money and developed [24 Hours for Haiti](#). Prichard will be riding a motocross bike for 24 hours straight in an effort to raise money for Haiti and set a NEW WORLD RECORD.

Prichard has chosen the charity program [The Lazarus Project Haiti](#) (www.LazarusProjectHaiti.org) to distribute the funds. The Lazarus Project will strive to meet as many practical needs as possible in this struggling country.

[24 Hours for Haiti](#) is expected to bring in thousands of people. With plans for local & national bands entertaining throughout the day and night, restaurants selling food and treats, silent auctions, celebrity autograph signings, street bike stunt shows, freestyle motocross shows, and hourly giveaways, this event is projected to be the event of the summer!

As a sponsor for the event, the visibility your company will receive is immeasurable. Please review the accompanying document outlining the various sponsorship packages available or contact us for more detailed information on how you can help our cause.

Sincerely,



IMAGINE

Imagine waking every day with no place to call home, no rescue from the outside, no hope. Imagine living in despair wondering when you will eat again, or if there will be food. Now imagine being the person to bring that to a family. Imagine the feeling you would have.....

WHY 24 HOURS FOR HAITI?

One man dreamed to make a difference. 24 Hours for Haiti is a mission of one man to change the lives of those affected by the earthquake in Haiti. It is his mission to bring some salvation to those suffering and hope to those living in daily turmoil.

FACTS

The 2010 Haiti earthquake was a catastrophic magnitude 7.0 earthquake. The earthquake occurred on Tuesday, January 12th. By January 24th, at least 52 aftershocks were recorded. An estimated **three million people** were affected by the quake; the Haitian Government reported that an estimated **230,000 people had died, 300,000 had been injured and 1,000,000 made homeless**. It was the most severe earthquake to hit Haiti in 200 years.

SPONSORSHIP BENEFITS

Corporate sponsorship increases your visibility in the community. It sends a strong signal that you and your employees care. This may be your one and only chance to be a corporate sponsor for a **WORLD RECORD** attempt and change thousands of lives at the same time!

SPONSORSHIP PACKAGES

SPONSOR BENEFITS	Title Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
Naming Rights	☺				
Autographed Guinness World Record Award	☺				
Advertising on World Record Limited Edition T-shirts	☺				
Advertisement on vehicle graphics	☺				
Advertising on Limited Edition WR Helmets	☺				
Use of Perry's likeness for marketing and advertising	☺	☺			
Autographed Limited Edition T-shirt	☺	☺			
Advertising on event T-shirts	☺	☺			
Advertising on saleable items	☺	☺			
Advertising on staff apparel	☺	☺			
Traditional media coverage	☺	☺	☺		
Social networking coverage	☺	☺	☺		
Access to Hospitality tent	☺	☺	☺		
VIP Seating (\$50 value)	☺	☺	☺		
Sponsorship Announcements during event	☺	☺	☺	☺	
Advertising on World Record Motorcycles	☺	☺	☺	☺	
Free Admission	☺ (6)	☺ (4)	☺ (2)	☺ (2)	
Track Signage	☺	☺	☺	☺	☺
Advertising on event literature	☺	☺	☺	☺	☺
Web Advertising	☺	☺	☺	☺	☺
Package value	TBD	\$10,000	\$5,000	\$1500	\$500

Thank you for your part in helping the people of Haiti. Please visit our website for additional information about the event and becoming a sponsor:

www.24HoursforHaiti.com



Explanation of Benefits for Sponsorship:

- **Naming Rights**
 - The TITLE Sponsor making a minimum donation for \$25,000 will receive the title rights for the World Record and Fund Raising Event. This is ONLY available for title sponsors
 - Example: The XYZ Company 24 Hours for Haiti World Record and Fund Raising Event
 - Having naming rights as you know gives you top billing on every bit of advertising and marketing we do between now and long after the event.
 - As a title sponsor you will have rights to ALL of the items listed below plus much much more.
 - Plus you have exclusivity to many options not available to other sponsors
- **Traditional Media Coverage** (available to all financial sponsors and various product supporters)
 - Radio, TV, Magazine and Newspaper
 - Any time Perry is asked to conduct an interview for any of the above listed media formats, he will announce the involvement your company has with the event.
 - 24 Hours for Haiti estimates that it will be sending out press releases to some 7000 media organizations to help spread the word and create excitement about the event.
 - Each week from August 1st, an updated Press Release will be sent out information the nation of the progress of this event.
 - We will also begin contacting various talk shows in an effort to receive an invite to be on the show to talk about the event and share the details.
- **Social Networking Coverage** (available to all financial sponsors and product supporters)
 - YouTube, Facebook, Event Website Advertising,
 - U-Stream Live broadcasts
 - Twitter coverage pre-event and during WR/FR
 - Because of the popularity of today's social networking and the ability to create such an incredible following with the use of these various sources, we will be posting weekly updates on Facebook and the event website. In addition to that, we will also be posting interviews and promotional videos on YouTube.
 - U-Stream will be used to broadcast LIVE footage during the event enabling fans, supporters, followers to watch the event right from the comfort of their home. The account is already set up and will be announced in the coming weeks.
 - During the entire event, we have several volunteers that will be posting updates on Facebook and sending out Twitter Tweets about the event and its proceedings.
- **Use of Perry's likeness for marketing and advertising** (available to Title, Platinum and various product supporters)
 - Speaking events
 - Marketing
 - Advertising
 - Promotions
 - Autograph Signings
 - There is an endless list of options to use images, video, likeness of the NEW WORLD RECORD holder for your marketing and advertising.
- **Free autographed limited edition t-shirt** (available to Title only and various product supporters)
 - To show appreciation, Perry will autograph one of the numbered Limited Edition Guinness World Record T-shirts for you
 - When was the last time you had the opportunity to own a part of history?
- **Free autographed Guinness World Record Award** (available to Title only and various product supporters)
 - To show appreciation, Perry will autograph one of the Guinness World Record Awards he will be given when he sets the NEW WORLD RECORD and present it to you as a sign of appreciation for your involvement in the event.
 - When was the last time you had the opportunity to own a part of history?

- **Advertising on WR Limited Edition T-shirts** (available to Title Only and various product supporters)
 - We will be producing 500 GWR Limited Edition T-shirts to be sold at the event and world wide
 - You will now have the opportunity to be a part of this World Record Event and having your logo blazoned on the shirts which will be a part of history around the world.
- **Advertising on event literature** (available to all financial sponsors and various product sponsors)
 - 24 Hours for Haiti will be producing thousands of flyers and posters to market and advertise the event.
 - As a sponsor of this level you will be listed on all of them.
 - Size of your logo indicated on the poster and flyers will be indicative of your donation
 - These posters will be up and viewable for 6 weeks prior to the event.
- **Advertising on event t-shirts** (available to Title, Platinum, Gold and various product supporters)
 - The event t-shirts will be sold prior to, during and long after the event, branding your company name long after the event has taken place.
 - We are planning on approx. 2500 t-shirts to be produced prior to the event due to the high volume of traffic expected at the event alone.
 - When the first run is completed, additional quantities will be produced.
- **Sponsorship announcements** (available to Title, Platinum, Gold, Silver and various product supporters)
 - During the event we will have an announcer; the announcer will be responsible for announcing your name and brief description of your products or services.
 - Title = 24
 - Platinum = 12
 - Gold = 6
 - Silver = 4
- **Advertising on saleable items** (available to Title, Platinum and various product supporters)
 - T-shirts
 - Water bottles
 - Hats
 - Custom engraved mugs
 - Etc.
- **Free Admission to the event** (available to Title, Platinum, Gold, Silver and various product supporters)
 - Based on the level of sponsorship, you will receive complimentary tickets for the event.
 - The level of sponsorship will dictate the number of tickets you receive.
 - Bring friends, family or use for customer and employee appreciation
- **Free access to hospitality tent** (available to Title, Platinum, Gold, Silver, and various product supporters)
 - The hospitality tent offers free food and drink
 - Another great option for your employee's, family or customer.
- **VIP seating** (available to Title, Platinum, Gold and various product supporters)
 - \$50 per person value
 - Depending on your sponsorship level will dictate the number of tickets you will receive.
 - Title = 8 tickets
 - Platinum = 6 tickets
 - Gold = 4 tickets
- **Web Advertising** (available to all financial sponsors and product supporters)
 - You will receive advertising banner spots on both our event website for 1 year
 - But also a advertising banner on the event Facebook Page
- **Advertising on staff apparel** (available to Title, Platinum and various product supporters)
 - Each of our staff members will have an event T-shirt which will be prominently worn and visible during the event, offering a solid brand impression to everyone seeing it.
 - Keep in mind this is a 24 Hour event, so we will have several shifts of staff coming and going throughout the entire day.
- **Advertisement in vehicle wraps** (available for Title sponsors only)
 - We are in the process of designing and producing custom vehicle graphics for Perry's truck (2000 Ford Excursion) that will be used for promotional purposes and advertising for the event.
 - Title and Platinum sponsors will have the option of having their names added to the graphics, providing on going advertising and marketing for your company.
- **Track Signage** (available to all financial sponsors and product supporters)
 - Gravity Park MX Track is surrounded by fencing and will be broken up into sections where we will be placing banners for those sponsoring and or supporting the event.
 - These banners will provide additional exposure to both the attendees of the event but also have visibility during video taping and photos.

- **Advertising on motorcycles** (available to Title – Platinum – Gold – Silver and various product supporters)
 - The two motorcycles used to set this world record are important tools and will be photographed on many occasions and used in a multitude of advertising and marketing for other sponsors.
 - Having your name and logo on the bike will greatly extend your impressions to a wider variety of potential customers.
 - The size of your logo and placement will be dictated by the amount you donate. We promise to have your logo regardless of your donation amount, to be visible to photographers and viewers.
 - We are also working on a deal with the motorcycle company to allow us to auction off one of the bikes at the end of the event.
 - Your logo has the potential to be stored in a museum and viewed by thousands of people per year.
- **Advertising on Limited Edition Custom Helmets** (available to Title and Platinum sponsors only)
 - We have contracted with a very famous helmet painter to design and paint 4 Limited Addition Helmets that will be used in conjunction of this event.
 - Upon completion of the event, 3 of these helmets will be auctioned off and one has already been spoken for by a well known museum to be placed on display.
 - Having association with this famous painter
 - Helmets are almost always photographed and seen in some form of media across the world
 - Being frozen in time as a display piece in a museum.

We know and understand that presenting your company name and logo in a presentable and professional manner is important, which is why we provide proofs for you to approve so you know we are doing the best we can to put you in the best light possible for each of the people to see.

We appreciate your help, without you, events like this just aren't possible. We look forward to working with you and together we can make a difference around the world.

Contact Info:

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