



BikeNet
Trails For People

Please join us for the 11th anniversary of Billings’ favorite party, Ales for Trails! The event is growing in popularity each year, with between two and three thousand attendees in 2010, our most successful event ever!

More than \$250,000 has been raised through BikeNet’s Ales for Trails. These funds provide essential matching dollars for completion of our area’s trail system. Significant progress toward this goal has recently been achieved through the construction of key trail tunnels under Main Street, Airport Road, Alkali Creek, North 27th Street and Shiloh Road. Additional new trail segments and striped bicycle lanes are too numerous to mention.

In addition to its essential fund-raising purpose, Ales is also an annual celebration where participants enjoy live music, sample beers and wines, dine on catered foods and share company with fellow trail enthusiasts. And because it was so popular with last year’s crowd, Dehler Park will again be the venue for this year’s event, which will be held from 5:00 PM to 10:00 PM on Friday, September 23rd. Please mark your calendar to join us.



We hope you will consider renewing, increasing or initiating your sponsorship (as applicable). Please see the enclosed Sponsorship Form, and note below the promotional recognition that alternative sponsorships receive.

Designation	Sponsor Level	AFT Recognition
Trail Builder (eligible to operate an interactive booth)	\$2,000	1. Recognition at the event 2. Name and designation on festival brochure 3. Invitation to Sponsors’ Reception prior to event 4. 15 free tickets & Door Prize attribution
Trail Blazer (eligible to operate an interactive booth)	\$1,000	1. Recognition at the event 2. Name and designation on festival brochure 3. Invitation to Sponsors’ Reception prior to event 4. Ten free tickets
Trail Booster	\$500	1. Name and designation on festival brochure 2. Five free tickets
Trail Benefactor	\$250	1. Name and designation on festival brochure 2. Two free tickets

Your Ales for Trails sponsorship will enable BikeNet to continue its partnerships with local government leaders, non-profit healthcare organizations and the Billings Chamber of Commerce to complete and maintain the trail system for the benefit of current and future generations. BikeNet also welcomes contributions and in-kind donations, independent of Ales for Trails, for trail advocacy.

Sincerely,

Rob Hunter
AFT Sponsorship Co-Chair
BikeNet Board Member

Joe Splinter
AFT Sponsorship Co-Chair
BikeNet Board Member

P.S. In addition to this outreach you may receive a follow-up call from an event team member.



ALES for TRAILS 2011 Sponsor Form

Please complete/submit this form with your
check by July 15

Your name: _____

Business/organization name: _____

Mailing address: _____

City: _____ State: _____ Zip: _____

Please indicate your sponsorship level:

Trail Builder– \$2,000

Trail Blazer– \$1,000

Trail Booster– \$500

Trail Benefactor– \$250

Other gift for trails, not in sponsorship of Ales for Trails: Amount– \$ _____

Check all of the following that apply

I am interested in operating a booth at Ales for Trails (option for Trail Builders and Blazers)*

I am interested in having my business/organization manage an interactive game at the event

I would like to have my name/logo on printed materials for Ales for Trails

I do NOT wish to have my name on printed materials

I would like more information about BikeNet

I have attached some ideas for Trails that BikeNet may want to consider

Please contact me about scheduling a State of the Trails presentation for my organization

*Interactive booths require Sponsor set up and staffing. BikeNet will contact you with more booth information as the event approaches. You may also learn more about BikeNet at www.bikenet.org.

Thank you for your support and Happy Trails!