



To Whom It May Concern:

I represent the Northland 300, a charity snowmobile ride which benefits the athletes of Special Olympics Minnesota. 2017 will mark the 29th consecutive year of our event. We are approaching you early as this is a milestone in consistency for snowmobiling and for our fundraising for Special Olympics Minnesota. To date, this group of volunteers has raised in excess of \$4.4Million, thus showing the dedication we have for our cause. *100% of the funds raised by the Northland 300 stay within the State of Minnesota and are earmarked for use by the athletes of Special Olympics Minnesota only.*

SPECIAL OLYMPICS provides children and adults with intellectual disabilities year-round sports training and competition. Through Special Olympics' athletic, health and leadership programs, people with intellectual disabilities are better equipped to be contributing members of society. By focusing on a person's abilities and not his/her disabilities, Special Olympics athletes earn respect, acceptance, and understanding from their communities, while growing physically, socially and developmentally.

SPECIAL OLYMPICS MINNESOTA, an accredited program of Special Olympics Incorporated, opened its doors in 1973. It currently serves over 8,100 Minnesotans with intellectual disabilities by providing 17 Olympic-type sports-training and competition on a year-round basis. All official Special Olympics sports follow internationally accepted rules, which are endorsed and approved by national governing bodies, international sports federations and Olympic organizations.

Special Olympics Minnesota offers five annual statewide competitions; six regional competitions; more than 150 area competitions; coach trainings and meetings; educational programs for over 6,000 coaches; and opportunities for over 24,000 volunteers. Currently 17 sports are being offered at the statewide level. (For more information visit Special Olympics Minnesota online at www.SpecialOlympicsMinnesota.org.)

NORTHLAND 300 SPONSORSHIP is now open for the following levels:

- **GOLD MEDAL - \$5,000**
- **SILVER MEDAL - \$2,500**
- **BRONZE MEDAL-\$1,000.**

We would like to invite you to sign up early so that you may take advantage of the Rights and Benefits that are attached to partnering with the Northland 300.

- Recognition for partnering with both the Northland 300 **and** Special Olympics Minnesota
- Recognition at all 2016/2017 events.....either verbally and through signage
- Receipt of a Sponsorship Award
- Use of both the Northland 300 Logo **and** the Special Olympics Minnesota logo
- Your name/logo will appear on the Northland 300 website www.northland300.org

- Posts in the Northland 300 Facebook page
- Your sponsorship is tax deductible
- Availability of having a Special Olympics athlete speak at your place of business
- The good feeling of helping a fellow Minnesotan with intellectual disabilities develop their abilities rather than focus on their disabilities.

To benefit fully from a sponsorship, we are alerting you that we have set our deadline to go to the printers with our 2018 Northland 300 Brochure and Raffle Ticket for early June, 2017. Exposure on these 2 print pieces means spending your marketing dollar wisely. You can still donate after that deadline but you will miss out on the visibility of your company name appearing on many thousands of print pieces.

A donation of any domination is welcomed and appreciated and will go to directly affect the athletes of Special Olympics Minnesota.

The success of the Northland 300 is based on a combination of sponsorship dollars, pledges received by our participants and donation of items with which we make use of through incentives and to help sell our Raffle Tickets. IF YOUR COMPANY DONATES A PRODUCT OR SERVICE WHICH HAS A RETAIL VALUE OF \$1,000, \$2,500 OR \$5,000, IT WILL ALSO QUALIFY FOR OUR GOLD MEDAL, SILVER MEDAL AND BRONZE MEDAL SPONSORSHIP LISTING.

Donated product/service is also tax deductible. No matter what is donated, the Northland 300 do it's very best to promote your company/service.

Partnering with the Northland 300 means partnering with Special Olympics Minnesota and provides a wonderful opportunity for both your company, along with your employees. We offer many opportunities for your employees to become involved in our year-round volunteer opportunities and a chance to work with our athletes. This has been known to be a true camaraderie builder and an experience that lasts long after your sponsorship has ended.

Should you have any questions or concerns, please do not hesitate to contact Kathy Karkula, Development Director-Special Olympics Minnesota at 612.840.9660 or karkulak300@outlook.com.

You can mail your donation/product/service to:

Kathy Karkula, Event Director
Northland 300
2535 California Street NE
Minneapolis, MN 55418

Or you can add your own contact information.