



Ducky Derby

Redding, CA

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January 31, 2011

Good morning:

Can you believe it is that time again? Yes, we are busy preparing for the 22nd Annual Ducky Derby to be held on September 25, 2011! This event is sponsored by Redding East Rotary. Since inception the race has been responsible for distributing **over \$3 million for substance abuse prevention and youth development programs.**

I am writing to ask you to help us continue to return 100% of the ticket sales to each of these groups. In order to do that we need sponsors to help us cover the cost of the event.

As a fellow business owner, I recognize that many worthy causes request your support and yet resources are limited and these are difficult economic times. The Ducky Derby is very worthy of your support because of its unique structure and far reaching results. This event is truly a partnership between our youth and the community. **If we can raise enough money to cover the cost of the race, we can return 100% of ticket sales to the students.** In 2010 because of our generous cash sponsors and the tremendous efforts of the students, we distributed just over \$206,000.

Our youth are our community's most precious asset. **This partnership is worth nurturing.**

Enclosed is a sponsor packet for your consideration. **To secure the prime advertising values (ticket recognition), sponsorships are needed by 04/01/11.**

Thank you in advance for supporting this wonderful event. We hope to see you at the race! In the meantime, I hope this finds you well.

Sincerely,



Margaret R. Beck
Race Chairman

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P.S. Even if you have been a prior sponsor, please return the form so we can keep our books straight!! I'm getting older!!