



Dear Sponsor,

At this moment you are holding in your hand a letter attached with a sponsorship form to something that you have just heard about called the Bricktown Challenge. The majority of you are now probably asking yourselves two questions: one what is this challenge and two why should I donate to this event. Well if you will give us a chance and continue reading we hope to answer both of those questions for you. First of all, The 2nd Annual Bricktown Challenge is an upcoming event on July 10, 2010. This event is a canoe and kayak race that will be held in a section of Bald Eagle State Park. Last year's event brought 40 paddlers from all over Central PA and we are expecting more paddlers this year.

Now, here is a brief history to understand the purpose of this event. The Beech Creek Watershed Association and many partners are trying to develop a 14 mile Greenway called the Bricktown Trail. This trail includes a rail trail that connects Beech Creek Borough, Blanchard, Bald Eagle State Park, Howard Borough and Historic Curtin Village. You ask why Bricktown? because Monument, Orviston, Beech Creek, and Howard all had brickyards which collectively made Clinton and Centre Counties, the refractory brick capital of the world. What we are asking for is your help with funding this project. The Bricktown Challenge is one of our attempts to raise some funds directly for the effort, yet more importantly raise awareness of the greenway and develop regional support and fundraising. Last year's proceeds helped fund the Maple Ave bridge assessment a crucial link to constructing the trail.

This event on July 10th is for families and friends to come out and have some fun. We hope to bring the communities together for this day and also raise awareness about the Bricktown Trail project. If you decide that you would like to race in this race there are registration forms on our main webpage that we encourage you to look at.

www.beechcreekwatershed.org

As a sponsors we have some perks for you. All prize sponsors will have their name posted on a sponsor board at the event, on the website, in the registration packets, as well as at the event. All t-shirt sponsors will have their name/logo printed on the t-shirts, on a sponsor board at the event, in the registration packets, and on the Bricktown website. All business sponsors will have their name posted on a sponsor board at the event, in the registration packets, at the event, as well as verbally announced at the race. All corporate sponsors will have their name posted on a sponsor board at the event, in the registration packets, at the event, verbally announced at the race, as well as a banner.

We hope that you will help us spread awareness about this cause. If you have any further questions do not hesitate to ask. We can be reached at bcwainfo@kcnnet.org or call us at (570)-660-0382. Once again thank you for taking the time to read this and considering our event.

Sincerely,

The Bricktown Challenge Committee

