



NAPA ROTARY

# WINE VALLEY Cycle For Sight ROTARY RIDE FOR VETERANS

Sponsored By

St. Joseph Health   
Queen of the Valley

SATURDAY APRIL 22, 2017

A WINE, FOOD, MUSIC AND CYCLING FESTIVAL

EXECUTIVE DIRECTOR

Gary Rose

RIDE DIRECTOR

Brian Gross

Briangrossrealestate@gmail.com

707-337-3689

EVENT CHAIRMAN

Tim Cooney

Tim@cooney-co.com

707-257-7175

SPONSOR CHAIRPERSON

Dorothy Salmon

D5847y@aol.com

707-396-0504

REGISTRATION CHAIRPERSON

Jason Lueros

AUCTION CHAIRPERSON

Jill Barwick

WINERY CHAIRPERSON

Robert Green

HONORARY CHAIRPERSONS

Congressman Mike Thompson

Senator Bill Dodd

Mayor Jill Techel

Sheriff John Robertson

Supervisor Alfredo Pedroza

COMMITTEE

Bill Bennett

Dale Caricker

Chris Craiker

Joe Dacanay

Dave Delle Donne

Don Devincenzi

Kent Gardella

John Imrie

Juliana Inman

Gene Kelly

Gary Lieberstein

Kevin Massie

Bruce McCall

Barbara Nemko

Steve Orndorf

Brenda Perry

Wyman Smith

Brenda Speth

Bruce Tschida

Larry Wolfe

Dana Zanone

A tremendous “**Thank You**” to our past sponsors and a big “**Welcome Aboard**” to those sponsors joining us in our ongoing efforts to help student Veterans as well as the blind and visually impaired.

As you know, the majority of our funds go to **The Pathway Home, Inc.**, a local organization providing educational, professional and clinical support in a residential setting to post-9/11 Veterans pursuing academic or vocational endeavors who are transitioning back into the world following military deployment. Their program utilizes an innovative, integrated model of care that builds on individual and collective strengths to help its residents effectively manage depression, anxiety, Post Traumatic Stress Disorder (PTSD) and other re-adjustment related issues in order to achieve academic or vocational success and live fulfilling and productive lives.

Our other major beneficiary is **The Enchanted Hills Camp and Retreat** for the blind and visually impaired, located on Mt. Veeder in Napa. The monies we donate are applied to a scholarship fund for children, adults and families to attend this magical summer recreational facility that provides valuable opportunities for leisure and sport in a fun, challenging and accessible way.

Through your combined generosity and our nine-year effort, we have raised in excess of \$1,000,000 allowing us, in the words of Roy T. Bennett, to “**Be mindful. Be grateful. Be positive. Be true. Be kind.**”

Our wine, food, music and cycling festival has become one of the premier events in Northern California – attracting more than 2,000 participants each year. Your partnership and generosity plays a major role in this continued success and we hope that you will join us as a sponsor of this acclaimed event.

Please review the attached “**Sponsorship Opportunities**” form and respond via mail, phone or email today. Your response allows us to immediately include you or your business in all promotional materials – thereby guaranteeing maximum marketing exposure.

**Tim Cooney**, Event Chairman  
tim@cooney-co.com • 707-257-7175

**Dorothy Salmon**, Sponsor Chairperson  
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## MEMORIAL MILE SPONSOR

For a \$100 donation, you can pay tribute to a US Military Service Member, Veteran, business or loved one of your choice with a display sign that will be placed along the tree-lined entrance of the Veterans Home of California – Yountville. This “*Memorial Mile*” is along a route that everyone participating in the cycling event will see. Donations help us support **The Pathway Home, Inc.**, a local organization providing educational, professional and clinical support in a residential setting to post-9/11 Veterans pursuing academic or vocational endeavors who are transitioning back into the world following military deployment. Additionally, monies raised through the purchase of Memorial Mile Sponsorships also benefit **The Enchanted Hills Camp and Retreat** for the blind and visually impaired where our donations are applied to a scholarship fund for children, adults and families to attend this magical summer recreational facility that provides valuable opportunities for leisure and sport in a fun, challenging and accessible way.

### SELECT A SIGN

- In Honor Of
- In Memory Of
- We Support Veterans



*Quinn Salmon riding in C4S*

Name to Appear on Sign: \_\_\_\_\_

Your Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

**Please print, complete, and remit prior to April 1, 2017 with payment to:**

**ROTARY BIKE EVENT**

PO Box 3069

Napa, CA 94558



*Honoring Mike Loughran*



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## SPONSORSHIP OPPORTUNITIES

### CORPORATE SPONSOR: \$10,000

- Company name or logo to be displayed on promotional and advertising materials
- Company name or logo on approximately 2,500 t-shirts
- Company name on 3 Memorial Mile Signs
- 35 Rider Packets (include ride entry, t-shirt and festival entry)
- 35 Festival Tickets & 30 VIP Parking Passes
- Additional rider and festival passes may be obtained at a discounted rate

### BAND / ENTERTAINMENT SPONSOR: \$5,000

- Company name or logo to be displayed on bandstand banner
- Company name or logo to be displayed on promotional and advertising materials
- Company name or logo on approximately 2,500 t-shirts
- Company name on 1 Memorial Mile Signs
- 30 Rider Packets (include ride entry, t-shirt and festival entry)
- 30 Festival Tickets & 30 VIP Parking Passes
- Additional rider and festival passes may be obtained at a discounted rate

### CORPORATE SPONSOR: \$5,000

- Company name or logo to be displayed on promotional and advertising materials
- Company name or logo on approximately 2,500 t-shirts
- Company name on 1 Memorial Mile Sign
- 30 Rider Packets (include ride entry, t-shirt and festival entry)
- 30 Festival Tickets & 30 VIP Parking Passes
- Additional rider and festival passes may be obtained at a discounted rate

### CORPORATE SPONSOR: \$2,000

- Company name to be displayed on promotional and advertising materials
- Company name on approximately 2,500 t-shirts
- Company name on 1 Memorial Mile Sign
- 20 Rider Packets (include ride entry, t-shirt and festival entry)
- 20 Festival Tickets

### BUSINESS SPONSOR: \$1,000

- Company name to be displayed on promotional and advertising materials
- Company name on approximately 2,500 t-shirts
- Company name on 1 Memorial Mile Sign
- 10 Rider Packets (include ride entry, t-shirt and festival entry)
- 10 Festival Tickets

### FRIENDS SPONSOR: \$500

- Name to be displayed on promotional and advertising materials
- Name on 1 Memorial Mile Sign
- 5 Rider Packets (include ride entry, t-shirt and festival entry)
- 5 Festival Tickets



*Gary Rose and Tim Cooney*



*Congressman Mike*

*Thompson, Senator Bill*

*Dodd, Assemblyman*

*Alfredo Pedroza, Sheriff*

*John Robertson, Gary Rose*

*and Tim Cooney*



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## UNDERWRITER, SPONSOR AND DONOR RESPONSE FORM

**YES, We would like to support your event and these two great causes by participating as a...**

- Corporate Sponsor of \$10,000
- Band / Entertainment Sponsor of \$5,000
- Corporate Sponsor of \$5,000
- Corporate Sponsor of \$2,000
- Business Sponsor of \$1,000
- Friends Sponsor of \$500
- Memorial Mile Sponsor of \$100

**YES, We would like to Support your event with a donation that better suits our budget in the amount of \$\_\_\_\_\_.**



*Best party kicking off  
Spring in Napa Valley*



*Provenance Cycling Team*

Please display our name in promotional materials as:

\_\_\_\_\_  
\_\_\_\_\_

Contact person: \_\_\_\_\_

Phone: \_\_\_\_\_

**Return payment, payable to "Rotary Bike Event" to:  
Cycle for Sight  
PO Box 3069  
Napa, CA 94558**