



February 5, 2010

RE: SOAP BOX DERBY OF THE DESERT

Dear Car Sponsor:

It is the time of year when we plan and fundraise so that in families can come together to build cars and race them down the hill during the 16th annual Soap Box Derby. This year's event will celebrate race day on Saturday, March 27th, 2010, as these hand built gravity powered vehicles speed down Avenida Bermudas in La Quinta.

In these challenging economic times, we are overwhelmed by the amount of families that are unable to afford the car kits, and so we are asking you to sponsor a car for a needy child. Your \$1,000 sponsorship will allow a local family to participate in this year's event. For your sponsorship, you can provide decals that will be proudly displayed on your car, you may hang a banner on race day, inclusion in event program and on event t-shirt. More than any benefit however, you will know that you are enriching the life of a child in your community. We hope you will enjoy the attached information and articles about this life enriching family event.

Please complete the attached form to sponsor a car, or donate to the event, and fax the sponsorship form back to us at 760-347-4660 or mail it to address on the form.

Sincerely,

Tatiana Hinkle
Race Director
Desert Recreation District

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