



February 3, 2012

Equality Arizona Advocacy Fund and Sky Renewable Energy are proud to present **GayPrix 2012: Arizona's Inaugural Gay Go-Cart Championship** and we want **YOU and YOUR COMPANY to be a part of it!**

We have joined together to create this new event because we are committed to bringing the LGBTQ and allied communities together in all their diversity for **a fun evening that doesn't require a \$200 ticket or a tuxedo to participate.**

This unique event will take place on the evening of Sunday, March 11th at Octane Raceway, the largest indoor cart racing venue in the country. With tickets costing **just \$40 per person** we are confident that a diverse cross section of the LGBTQ and allied communities will want to support this unique event that promises:

- Exclusive use of the entire Octane Raceway facilities, including
- Nascar™ pit crew challenge, Segway time trial, climbing wall, billiards and arcade games
- Pizza and unlimited soft drinks plus track-side bar and grill serving wine and beer

This event is an important fundraiser for Equality Arizona's Advocacy Fund, but we're serious about it being accessible to everyone including community businesses. So, we've created **multiple VERY AFFORDABLE opportunities to be recognized as a supporter of full equality** in front of a diverse crowd of 250+ attendees. We have purposely set out to break the mold of \$1,000 and \$5,000 sponsorships by creating **sponsorship levels that start at only \$50** so every business can be involved!

Your sponsorship of GayPrix 2012 is an easy and unique way for your business to impact our community and to establish a following of LGBT and LGBT-friendly customers and clients, a demographic that is growing and known to be responsive and extremely loyal to businesses that support equality. **Sponsorship opportunities** are detailed on the following page and include partial sponsorship of the pizza/drinks **for as little as \$50 per company** rising up gradually to \$400.

We have made signing up for a sponsorship as easy as possible – you can do so online by visiting our event page at www.equalityarizona.org and then following the simple instructions. If you have any questions about this opportunity, please contact me at nick@equalityarizona.org or 602-400-2286.

The Gay Prix is sure to be one of the most memorable and entertaining events of the year and we're confident it will become a popular annual tradition. We want you to be a part of it as a sponsor and also as participants, so **check out the website for more information about forming your own team of 2-10 friends, colleagues, neighbors, classmates or congregants...**it doesn't matter.

Thank you in advance for your support of the Equality Arizona Advocacy Fund. I hope to see you at Octane Raceway on March 11th.

Sincerely,

A handwritten signature in black ink that reads "Nicholas Ray".

Nicholas Ray
Executive Director

Equality Arizona PO Box 25044 Phoenix, AZ 85002-5044
nick@equalityarizona.org 602-650-0900



SPONSORSHIP OPPORTUNITIES

Component	Price	Benefits
Pizza Dinner with Unlimited Soft Drinks	Up to 25 @ \$50ea	<ul style="list-style-type: none"> • Listing on event web page • Company flyer in food service room
Billiard Room	\$150	<ul style="list-style-type: none"> • Company banner in room (sponsor-provided) • Listing on event web page • Company flyer in room
<ul style="list-style-type: none"> • Climbing Wall • Segway Time Trial • Bars (2 or 3) • Arcade Area 	Up to 6 @ \$250ea	<ul style="list-style-type: none"> • Company banner in sponsored area (sponsor-provided) • Company name on Segway event trophy • Listing on event web page • Company flyer in sponsored area
Pit Crew Challenge	\$300	<ul style="list-style-type: none"> • Company banner in sponsored area (sponsor-provided) • Company logo on print ads (1 issue of 'N Touch, Echo and IonAZ) • Company name on event trophy • Company logo on event web page • Company flyer in sponsored space
Race Track(s)	Max 2 @ \$400ea	<ul style="list-style-type: none"> • Company banner over track(s) (sponsor-provided) • Company logo on print ads <ul style="list-style-type: none"> - 'N Touch Feb and March - Echo x 2 issues - IonAZ x 2 issues • Company logo on event web page (hyperlinked) • Mention in 2 event-specific Facebook posts • 4 admission tickets (value \$160)
Presenting Sponsor	\$1,500 Towards annual sponsorship package with Equality Arizona	<ul style="list-style-type: none"> • Company banner(s) at trackside, raffle and dining rooms (sponsor-provided) • Company logo and "presented by" co-credit with EQAZ on print ads <ul style="list-style-type: none"> • 'N Touch Feb and March • Echo x 2 issues • IonAZ Feb & Mar issues • Company logo/name on minimum of two race trophies • Company logo on event web page (hyperlinked) • 4 event-specific e-blasts to our 11,000+ EQAZ supporters • 10 admission tickets (value \$400) • Mention in at least 1 event-specific Facebook post per week • What else can we do for you?