



DERBY FOR A DAY

A Roller Skate-a-thon Fundraiser for Wellness!



February 26, 2012
Lombard Roller Rink

Dear Potential Sponsor:

Produced by Seven Generations Ahead and in collaboration with the Chicago Outfit and Derby Lite, we invite you to participate in the first of its kind, “**Derby for a Day...A Roller Skate-a-thon Fundraiser for Wellness!**” on February 26, 2012, at the Lombard Roller Rink.

Event Goals:

- Fundraising for Seven Generations Ahead and other non-profit stakeholders through pledges
- Promote healthy living and a physically active lifestyle
- Introduce the increasingly popular sport of roller derby to newcomers
- Provide a Team Building atmosphere

Event Features:

- Continual skating for 1.5 hours with one break
- Skills and Drills coaching by Derby Lite (Family/Kids skate only)
- Roller derby demo bout by The Chicago Outfit
- Speed Skating demo by The Chicago Outfit (Adult skate only)
- Awards (*best-dressed individual, best-dressed team, best individual name, best team name, highest individual pledge getter, highest team pledge getter*)
- Healthy snacks and beverages will be served throughout the event.

Schedule for the Day:

4:00pm – 5:30pm: Wave One: **Family/Kids Skate**
 5:30pm – 6:00pm: Meal Break and Demo Bout by the Chicago Outfit
 6:00pm – 7:30pm: Wave Two: **Adult/Corporate Team Skate**
 7:30pm – 8pm: Meal Break
 8:00pm – 10:00pm Post-event Party at Rock Bottom Lombard

Sponsorship Levels and Benefits:

Benefits	Gold \$500	Silver \$250	Bronze \$100
Logo on Seven Generations Ahead website	X	X	X
Logo in event program	X	X	X
Logo in promotional e-mail blasts and printed pieces (<i>as possible</i>)	X	X	
Complimentary ½ page ad in program		X	
Complimentary Full page ad in program	X		
Give-away inclusion in participant gift bag (<i>sustainable as possible</i>)	X	X	
Logo on participant t-shirt (<i>or other giveaway as decided</i>)	X		
Your banner hung at the rink day of event	X		
Free entrance to event	4	2	1

Note: Sponsor levels and benefits apply to both cash and in-kind donation amounts.

To confirm your participation before all slots are filled, contact Julie Ledogar, Events Director at julie@sevengenerationsahead.org or call 630.842.9456.

To learn more about SGA, visit www.sevengenerationsahead.org.