

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 Bricktown Challenge is an upcoming event on July 11, 2009. This event is a canoe and kayak race that will be held in a section of Bald Eagle State Park.

Now, here is a little history for you to read so that you will understand where this whole event even started from. 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. Now if you ask why Bricktown well, 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 is for your help with funding this project. The race, 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.

This event on July 11<sup>th</sup> 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 what we are working on. 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](http://www.beechcreekwatershed.org)

As far as sponsors we have some perks for you as well. 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 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@kcnet.org](mailto:bcwainfo@kcnet.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