



Ignacio Bike Week 2008
Ignacio Chamber of Commerce
(970) 769-1120
PO Box 1223
Ignacio, CO 81137
www.ignaciobikeweek.com

Dear Friend of Ignacio Bike Week:

The Ignacio Chamber of Commerce is pleased to present Ignacio Bike Week 2008 – the 15th Annual Labor Day motorcycle rally in the Four Corners! The generosity of area business owners last year made it possible for the Chamber's volunteers to present a no-entry-fee, positive, fun, safe and celebratory rally that promoted the entire Four Corners. More than 20,000 bikers from all areas of the United States and from the Four Corners enjoyed downtown Ignacio and neighboring towns.

The 2007 Ignacio Bike Week did everything we hoped: tourists rode to towns including Durango, Ignacio, Vallecito, Pagosa, Silverton, Aztec, Telluride, Dolores, Ouray and Farmington for a week of motorcycling in the stunning region we enjoy every day.

We had no significant law enforcement issues, we had a walkable rally in downtown Ignacio, we honored veterans with a fly-over, parade and flag ceremony, we had poker runs spotlighting nearby areas and we were able to return all proceeds to area non-profits and community projects of the Ignacio Chamber of Commerce, a 501(c)6. Although Bike Week was centered in Ignacio, the Durango Herald reported that 99.5% of Durango's hotel rooms were full that weekend, and we know other towns reported increases in sales tax and lodging tax revenue that weekend as a result of motorcycle visitors.

We're in the midst of planning and preparing for the promotion and activities of this summer's Ignacio Bike Week 2008. Again, this year, volunteers are running the effort under the guidance of the Ignacio Chamber of Commerce. We have the support and active involvement of motorcycle groups including local and state chapters of ABATE and the Christian Motorcyclists Association, and we have the support of the town, Tribal officials, local businesses, residents, law enforcement and public agencies.

We are relying on the partnership of area businesses to help draw thousands of visitors to enjoy the Four Corners over Labor Day 2008. We are committed again to presenting a rally that convinces visitors to return throughout the year to enjoy our region.

Help us get the word out to your potential customers by becoming a sponsor of Ignacio Bike Week 2008. We offer sponsorship levels from \$50 to \$3,000+ with benefits including advertising in national, state and local publications, website and rally guide ads and event-based promotion.

We need your support to ensure that this motorcycle event remains community-based, not-for-profit and Four Corners-centered. If you have questions or need more information, please contact members of the Ignacio Bike Week Advisory Committee, including Lou Cundiff, ABATE District 8; Ashleigh Tarkington, Billy Goat Saloon; Ann Mooney, Moon's Custom Cycles; Bill Holmes; Terry Cartwright, Christian Motorcyclists Association; Dave Stewart, Colorado ABATE. You may also contact Ignacio Chamber of Commerce President Emily Meisner, The Patio Restaurant, or Treasurer Susan Visser, The Pine River Valley Community Learning Center.

Sincerely,

*The Ignacio Bike Week 2008 Advisory Committee
Ignacio Chamber of Commerce*



Ignacio Bike Week 2008 Sponsorship

15 Years of Biker Tradition

No Entry Fees, Community Sponsored

All donations, including in-kind contributions, are welcome. Talk to an Ignacio Bike Week 2008 Advisory Committee Member about sponsorship options. E-mail: info@ignaciobikeweek.com/970-769-1120 for more info.

In addition to the sponsorship levels below, Ignacio Bike Week 2008 offers Event-Specific Sponsorships, including Biker Bull-riding, Field Events, Poker Runs, Bands and Musical Events, Cultural Events, Motorcycle Safety Presentations and more. Please enquire at 970-769-1120 about sponsorship of specific events and Friend of Ignacio Bike Week 2008 donation levels below \$250.

Level	Wheels	Pipes	Frame	Engine	The Build!
Donation	\$250	\$500	\$1,000	\$2,000	\$3,000+
1/16 panel in IBW guide	X				
Website sponsor page logo/link	X	X	X	X	X
Banner space in rally venues	X	X	X	X	X
2008 Ignacio Chamber of Commerce Membership		X	X	X	X
1/8 panel ad in IBW guide		X			
Mini Listing on web page		X	X	X	X
Listing in local ads		X	X	X	X
Button Ad on webpage, page not guaranteed			X		
Logo in local display ads			X	X	X
Listing in National and local display ads			X	X	X
¼ panel ad in IBW guide			X		
Inside Banner Ad, rolling, page not guaranteed				X	
Banner Ad, rolling, on Home Page					X
Logo in National display ads				X	X
½ panel ad in IBW guide				X	
Full panel ad in IBW guide					X

Your donation to Ignacio Bike Week 2008, a project of the Ignacio Chamber of Commerce, a 501(c)(6) organization, may be deductible as a marketing/advertising expense for your trade or business. Review the Ignacio Bike Week 2008 donor form and ask your accountant or the IRS for more information.

Ignacio Bike WeekSM Is The Four Corners Motorcycle RallySM



Ignacio Bike Week 2008
Sponsorship Form
Help support the 15th Annual
Motorcycle Rally in the Four Corners

Please sign me up for the following sponsorship level (sponsorship level benefits are listed on the back of this form):

- \$ _____ Wheels - \$250-\$499
- \$ _____ Pipes - \$500-\$999
- \$ _____ Frame - \$1,000-\$1,999
- \$ _____ Engine - \$2,000-\$2,999
- \$ _____ The Build! - \$3,000+
- \$ _____ Other donation -All donations, including in-kind contributions, are

welcomed with gratitude. This is an all-volunteer, community event. Talk to an Ignacio Bike Week 2008 Advisory Committee Member about sponsorship options. E-mail at info@ignaciobikeweek.com or call 970-769-1120 for more info.

Please make your check payable to the Ignacio Chamber of Commerce, and write "Ignacio Bike Week 2008" in the memo line. Mail to: Ignacio Chamber of Commerce, P.O. Box 1223, Ignacio, CO 81137. For questions: Ann Mooney at 769-1120, Ashleigh Tarkington at 903-0090 or e-mail info@ignaciobikeweek.com.

Please note that your contribution may be deductible as a business expense. See the information below on not-for-profit organizations including the Ignacio Chamber of Commerce.

Name/Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone #s: _____

E-mail: _____

Who should we contact for logo/ad information? _____

The Ignacio Chamber of Commerce is a 501(c)(6) organization, and donations to Ignacio Bike Week 2008 may be tax deductible as a business expense if they are "ordinary and necessary" in the conduct of your business. Please be sure to check with your accountant or the IRS to be sure. **The Better Business Bureau (BBB) Wise Giving Alliance website at www.give.org** gives the following information on donations to 501(c)(6) organizations: "Non-profit organizations ruled tax exempt under section 501(c)(6) of the Internal Revenue Code include business leagues, chambers of commerce, trade associations, real estate boards, and boards of trade. Contributions to 501(c)(6) organizations are not deductible as charitable donations for federal income tax purposes. Donations may be deducted as a business expense if they are "ordinary and necessary" in the conduct of the taxpayer's business." **Internal Revenue Service Publication 557 "Tax Exempt Status for Your Organization"** gives the following advisory about donations to 501(c)(6) organizations: "Contributions to organizations described in this section are not deductible as charitable contributions on the donor's federal income tax return. They may be deductible as trade or business expenses if ordinary and necessary in the conduct of the taxpayer's business."