

March, 2008

Dear potential sponsor,

We need you.

To find out more details on exactly why we need you, please click the "You" link at www.bloodwaterbaltimore.com.

But here's the short version: 3,000 people in Africa die every day due to a lack of clean water. Where you are born should not decide whether you have access to clean water. The water crisis is an emergency, and Blood:Water Baltimore regards it as a call to action. What are we doing? Simply, every year from March to May, B:WB raises money to build clean water wells in Africa. We want to bring life and hope and health to people we consider our neighbors.

Blood:Water Baltimore does its fundraising through fun events in the community, events people would like to come to anyway, like a 5K race, an art show, and a concert. We want every dollar of every ticket and every cover charge to go to well-building in Africa. Our goal for 2008 is to send \$100,000 to Blood:Water Mission to build these wells.

Enter: you.

In order to accomplish this goal and have every dollar donated at each event go to Blood:Water Mission, we need sponsors like you to help underwrite the expenses for this endeavor. We have a website to design and run, flyers and brochures to print, t-shirts to make, bottled water to purchase, food to buy, etc. If we can raise enough money to cover these costs, we will be able to send the entire amount raised from donations, race fees, auction proceeds, concert tickets, and more straight to Blood:Water Mission to build wells for people who are desperate for water.

Would you consider providing Blood:Water Baltimore the opportunity to do this?

We need you.

brody

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Blood:Water Baltimore
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P.S. A list of sponsorship opportunities is attached to this letter. However, we want you to be involved in any way you would like to be. Please let us know your creative ideas!

Descriptions of Sponsorship Opportunities

LEAD SPONSORS

- Lead Sponsors will:
 - have their logos be a part of the front page and all pages of the website.
 - be in all “campaign advertising.” (Campaign advertising is for ads/promo that is not event-specific.)
 - be mentioned in ALL press releases.
 - be able to have a presence and set up tables at all events (*possible limitations)
- History Maker** lead sponsor: \$10,000+ donation (goal: 1)
- World Changer** lead sponsor: \$6,000-\$9,999 donation (goal: 4)

Running Water 5K/10K RACE SPONSORS

- Race Sponsors will:
 - be on the race t-shirts available to all participants.
 - be mentioned in race-related press releases.
 - be listed on the race-specific page of the B:WB website and race-specific advertising.
 - be able to have a presence and set up a table at the post-race Family Festival.
- Well Builder** race sponsor: \$3,000 (goal: 1)
 - prime/largest logo billing on back of t-shirt.
- Water Provider** race sponsor: \$1,500 (goal: 2 to 4)
 - logo billing on back of t-shirt.
- Race Runner** race sponsor: \$500 (goal: 4 to 6)
 - name and 2nd line billing on back of t-shirt.

THE JUG Sponsor

- THE JUG is a 5-gallon water-cooler jug that is the means by which people can make cash donations at B:WB events. We are not counting this money until the middle of our finale event (Derek Webb and Sara Groves Concert) when, if we hit a certain amount of money in THE JUG, the sponsor will make their donation to B:WB.
- THE JUG Sponsor will:
 - set the threshold amount of money needed in THE JUG.
 - determine how much the sponsorship amount will be if that threshold is met.
 - have their name associated with any communication involving THE JUG (web, emails, live).
- THE JUG** sponsor: \$3,000+ (you set it!) (goal: 1)

GENERIC SPONSORS

- anyone wishing to make a large donation will be specially named in the sponsors section of the website. (goal: a donation from every business, organization, and church we have a connection with)
- Justice Seeker** sponsor: \$3,000-\$5,999
- Peace Maker** sponsor: \$1,500-\$2,999
- Drink Giver** sponsor: \$500-\$1,499
- Step Saver** sponsor: \$250-\$499

We will also take care to recognize any business that offers us any donation, discount, or service.

How will these sponsors appear on the website?

- anyone who gives any support – financial or discounted product/service – will be named on the website on the “Sponsors” page.
- the lead sponsors logo sections are built into the macro web design and **will be always seen on the site.**
- the Sponsors page will name sponsors in the following order:
 - History Maker (\$10,000+)
 - World Changer (\$6,000-\$9,999)
 - Justice Seeker (\$3,000-\$5,999)
 - Peace Maker (\$1,500-\$2,999)
 - Drink Giver (\$500-\$1,499)
 - Step Saver (\$250-\$499)
 - Products and Services Donors (alphabetical list)
 - Event Sponsors (“Well Builder” sponsors to be noted as such)