

31st ANNUAL

STEEPLE CHASE BIKE TOUR



April 2022

Dear Friends,

Because of the support of our wonderful sponsors, rider fundraising, and the dollar-for-dollar match from the Jeffrey P. Ossen Family Foundation, the Steeple Chase raised over **\$140,000** in 2021 for three critical social service agencies. In 2022, our goal is to raise **\$150,000** and we need your help to reach it!

This year's Steeple Chase will be **Saturday, August 20, 2022**.

SteepleChaseBikeTour.org

Co-sponsored by
Perception Programs,
Windham Area
Interfaith Ministry &
Windham No Freeze Project

54 North Street
Willimantic, CT 06226
860.450.7122

PerceptionPrograms.org
WaimCT.org
Windhamnofreeze.com

[steeple.chase@
perceptionprograms.org](mailto:steeple.chase@perceptionprograms.org)

We are asking you to support our cause by continuing as a Steeple Chase sponsor. The levels and benefits of sponsorship are outlined on the reverse of this letter. Please take a minute to review and determine which level is right for you in 2022.

Event proceeds benefit three important social service organizations:

- **Perception Programs** helps people with substance use and mental health disorders;
- **Windham Region No Freeze Project** shelters and cares for homeless neighbors;
- **Windham Area Interfaith Ministry** provides heat, clothing, and other essentials for area residents.

Visit our website at www.steeplechasebiketour.org for information on the event and the three non-profit agencies that it directly supports.

To discuss your sponsorship or other ways to support the Steeple Chase, like organizing a cycling or walking team from your business, please call us at 860-450-7122 x2019.

If you are ready to recommit, please reply by **May 31, 2022**. Checks **payable to Perception Programs** can be mailed to 54 North Street, Willimantic, CT 06226. Please note **"Steeple Chase 2022"** in the memo line.

Thank you for your continued support and commitment.
Sincerely,

Victoria Nimirowski
Executive Director
WAIM

Dan Gerwien
Human Resources Director
Perception Programs

Avery Lenhart
Executive Director
Windham No Freeze Project

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SPONSORSHIP BENEFITS

☐ Title Sponsor \$5,000

Event marketed as the Steeple Chase Bike Tour presented by *your company!*

- Prominent logo exposure on marketing and event materials
- Free registration for ten riders
- Prominent logo placement on event poster and event giveaway(s)
- Lawn sign, banner, or other materials displayed at in-person locations (*restrictions permitting*)
- Link to your company on the event website and in social media posts
- Name listed on event press release materials

☐ Elite Sponsor \$2,000

- Lawn sign, banner, or other materials displayed at in-person locations (*restrictions permitting*)
- Logo on 6ft. sponsor banner
- Social media post promoting your business to event followers
- Name listed on event press release materials
- Name on event giveaway(s)

☐ Pillar Sponsor \$1,000

- Logo on 6ft. sponsor banner
- Social media post promoting your business to event followers
- Name listed on event press release materials
- Name on event giveaway(s)
- Social media link

☐ Steeple Chase Star \$500

- Social media link
- Name listed on event website
- Name on event giveaway(s)
- Acknowledgement in promotional material

☐ Steeple Chase Angel \$300

- Name listed on event website
- Name on event giveaway(s)
- Acknowledgement in promotional material

☐ Steeple Chase Friend \$100

- Name listed on event website