

From: Longrider Cowboys MC

Re: **“Send a Kid to Camp”**
Trent Wells MDA Run
7th Annual Poker Run
All Proceeds Benefit MDA
Saturday April 30th, 2011



We are asking for your support for our 7th MDA Poker Run. We are looking forward to working with Chester’s Reno Harley-Davidson as our starting point for the event in 2011 and years to come.

With support hundreds of local motorcycle riders and companies like yours we have raised almost \$25,000.00 in the last 6 years. This money is targeted to sending kids to the MDA Summer Camp in South Shore Lake Tahoe. The cost for camp for 1 kid for 1 week is \$800; we need your help to continue to make this possible. We invite you to go to our website www.longridercowboys.com and click onto the MDA Link to view video posted there. The video features the kids at this camp, and demonstrates so much better than my words here just why we have been at this for 7 years now.

Why have the **Longrider Cowboys** selected **MDA**? –Well to be honest, it is a cause we believe in. Not only does the **MDA** have an established history, but 2 years ago we lost a true friend, Trent Wells, to Muscular Dystrophy. Trent taught all us the true the meaning behind words like; Honor, Bravery, Love and Hope. In his memory we want to assist these kids in need, enabling them to spend a week at Lake Tahoe making memories that will challenge and overpower those of their muscular dystrophy.

The **“Trent Wells MDA Poker Run”** is an all volunteer charity event. All proceeds collected from the event will be donated to the Muscular Dystrophy Association. While all of our labor and much of the supplies are donated, there are still costs involved to obtain required permits and supplies, but rest assured that all the rest goes to benefit the Nevada **MDA**. That is where you and your business can support our operating cost through advertising on our Official Run Shirts. Event T-Shirts will be given to sponsors and participants. To include your Company or Organization on the back of every t-shirt; sponsorships are **\$250.00** for a single color logo and **\$100** for printed names. Title Sponsorship and Custom Sponsorships are available, just contact us, and we will gladly work with you.

Sponsors Checks can be made out directly to **MDA of Nevada** as a charitable donation or to The **Longrider Cowboys MC as an advertising expense**. We invite you to participate in the event as well as be a sponsor, even if you do not ride! This year’s event will end at **“Ole Tyme Saloon: 1505 Geiger Grade Rd, Reno, NV**. And of course any sponsor’s promotional materials can be included in the packet that participants will receive. We can always use donated prizes for raffles, concessions, refreshments or manpower to help out. We thank you for taking the time to consider this.

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