



2011 WARRIOR RIDE
PLEASE HELP US CONTINUE TO PROVIDE *GREAT REWARDS FOR GREAT WARRIORS*

May, 2011

We are writing to ask for your support for the 2011 Warrior Ride of the Corporal Christopher Kelly Willis Foundation (the Willis Foundation) by becoming a corporate sponsor. The mission of the foundation, and the Warrior Ride, is the **funding of college scholarships for the benefit of Michigan children who have lost their parent (or whose parent has been permanently disabled) in combat.**

The Willis Foundation, a 501(c)(3) non-profit organization formed in memory and in honor of Corporal Christopher Kelly Willis; a beloved Marine, son, brother, and friend and is committed to supporting the men and women of our armed services by providing *Great Rewards for Great Warriors*. Previous rides generated significant proceeds and assisted the Willis Foundation in providing educational scholarships to children whose parent(s) have made the ultimate sacrifice.

This year will be the **Sixth Annual Warrior Ride** of the Willis Foundation and takes place Thursday, September 15th through Sunday, September 18th. The riders will be riding bicycles 260 miles from Mount Pleasant to the Fort Custer National Cemetery in Battle Creek where Corporal Willis is buried. They will continue to the Battle Creek military base where a reception for the riders, families, guests, and service people from the base will be held. Notable State and U.S. Representatives will also be invited. The reception includes food, beverages, and entertainment. Local and national media press releases will be sent to acquire coverage of the event.

Your investment in these children by helping sponsor the upcoming 2011 Warrior Ride would truly make a difference. **Enclosed you will find a Corporate Sponsor form detailing the sponsor opportunities and benefits.**

We will follow up with a phone call in a few weeks to see if you or your company would like to be a featured sponsor or make a donation to the ride. You can help the foundation provide **educational college scholarships** and other significant support to family members of Michigan military personnel lost in current combat. It is our goal to assist children of these fallen heroes and provide financial freedom and opportunity so they may pursue a higher education.

Thank you for considering our request and helping the Corporal Christopher Kelly Willis Foundation continue to provide *Great Rewards for Great Warriors*.

Best Regards,

Michael J. Willis, Co-President
Corporal Christopher Kelly Willis Foundation

Shaun P. Willis, Co-President
Corporal Christopher Kelly Willis Foundation

CORPORAL CHRISTOPHER KELLY WILLIS FOUNDATION - 2011 WARRIOR RIDE
Sixth Annual Warrior Ride September 15-18, 2011

CORPORATE SPONSOR OPPORTUNITIES

Premier Sponsor:
BENEFITS:

Ryan
Spotlight logo placement on Jersey
Spotlight logo on banners
Recognition on donation requests
Spotlight on Warrior Ride web page
Honorable mention during Reception party
Spotlight on Hummer safety vehicle during ride

Diamond Sponsor:
BENEFITS:

\$5,000.00
Spotlight logo placement on Jersey
Spotlight logo on banners
Spotlight logo on donation thank you letters
Spotlight on Warrior Ride web page
Honorable mention during Reception party
Spotlight on Hummer safety vehicle during ride

Platinum Sponsor:
BENEFITS:

\$2,500.00
Spotlight logo placement on Jersey
Spotlight logo on banners
Spotlight logo on donation thank you letters
Spotlight on Warrior Ride web page
Honorable mention during Reception party
Spotlight on Hummer safety vehicle during ride

Gold Sponsor:
BENEFITS:

\$1,000.00
Spotlight logo on placement on Jersey
Spotlight logo on banners
Spotlight logo on donation thank you letters
Spotlight on Warrior Ride web page

Silver Sponsor:
BENEFITS:

\$500.00
Spotlight logo on banners
Spotlight logo on donation thank you letters
Spotlight on Warrior Ride web page

Bronze Sponsor:
BENEFITS:

\$250.00
Small listing on donation thank you letters
Spotlight on Warrior Ride web page

2010 Corporal Christopher Kelly Willis Foundation/Ryan Charity Warrior Ride Sponsor Form

Name: _____

Mailing/Billing Address: _____
Street City State Zip

E-mail address: _____

Type of sponsorship and amount of donation: _____

For payment by credit card: _____

Type (Visa, MC, AmEx) CC Number Exp Date 3 digit pin (on back)

Name on credit card: _____

Checks can be made payable to the Willis Foundation.
