

SEPTEMBER 22, 2012

RALLY

for Education

2012



WHAT IS A ROAD RALLY?

- ☞ It is a competition of intelligence, teamwork, and the ability to follow directions and solve clues.
- ☞ A driver, a navigator, and up to eight (8) passengers will decipher clues to specific destination "pit stops", throughout Kootenai County.
- ☞ Cars will leave the starting line at set intervals and accurate time will be measured to the nearest second.
- ☞ Each pit stop will serve as a time check station and require the completion of a challenge to receive the clues to the next destination.
- ☞ The Finish Line Event will be a community event for all ages to enjoy and include dinner, live band, live and silent auction, raffles, dunk tank, jumping castle, and of course the winning results of the Rally.

MONEY RAISED FROM THIS EVENT WILL GO TOWARD:

1. Building Improvements
2. Programming
3. College Scholarship Fund

WAYS TO PARTICIPATE:

1. **Enter your vehicle and gather your team!** \$50.00 per vehicle, includes two T-shirts and two dinner tickets.
2. **Attend the Finish Line Event:** \$10.00 per person, 4:00 - 8:00 PM
3. **Become a Sponsor!** Go to www.cdacharter.org/RallyHome.html for details.

Purchase your vehicle entry, dinner tickets, or sponsorship at either office.

EVENT CONTACTS

Wendy Kaihara, Rally Chairperson - 208.819.4069 or iwannajet@yahoo.com

Chris Ford, Sponsorship Chairperson - worldhoppers3@yahoo.com

Melissa or Michelle in the school office - 208.676.1667

Thank you to our Sponsors!



Brian Goetz Agency
(208) 667 - 6468

- Jaeger Orthodontics
- River City Physical Therapy
- Shabby Fabrics LLC



RALLY Registration



2012 RALLY FOR EDUCATION VEHICLE ENTRY FORM

Entry fees are \$50.00 per car (includes driver and navigator), two Rally T-shirts*, and two dinner tickets. Additional passenger fee is \$10.00 each and includes a T-shirt and a dinner ticket. Enter your vehicle by September 14, 2012. Late entry deadline is September 18, 2012 (preferred T-shirt sizes may not be available to late entries). Maximum 120 entries.

Driver's Name: _____

T-shirt size Adult: S M L XL

Address _____

Phone _____

E-mail _____

Navigator's Name: _____

T-shirt size Adult: S M L XL

Address _____

Phone _____

E-mail _____

Passengers

\$10 for each additional participant – includes a T-shirt* and a dinner ticket.

1. Name: _____

T-shirt size Adult: S M L XL -- Youth S M L XL

2. Name: _____

T-shirt size Adult: S M L XL -- Youth S M L XL

3. Name: _____

T-shirt size Adult: S M L XL -- Youth S M L XL

4. Name: _____

T-shirt size Adult: S M L XL -- Youth S M L XL

5. Name: _____

T-shirt size Adult: S M L XL -- Youth S M L XL

6. Name: _____

T-shirt size Adult: S M L XL -- Youth S M L XL

7. Name: _____

T-shirt size Adult: S M L XL -- Youth S M L XL

8. Name: _____

T-shirt size Adult: S M L XL -- Youth S M L XL

*Rally T-shirts must be worn by all participants during the Rally. **All participants must read and sign the *Agreement and Waiver of Liability* prior to event.

VEHICLE*

Make: _____ Model: _____

Year: _____ Color: _____

You must show proof of valid driver's license and insurance card at the **Pre-Rally meeting September 21, 2012.**

***Vehicle Substitution** -You may substitute a vehicle by informing the Academy **24 hours prior to the event.**

PAYMENT:

Total enclosed \$ _____

Payment Method:

Check Visa Master Card Discover Amex

Credit card #: _____

Exp. Date: _____

Cardholder name (print): _____

Cardholder signature: _____

Agreement and Waiver of Liability

- I understand that the Rally for Education is not a speed race and I agree to abide by the posted speed limits and all safety and traffic regulations throughout the course of the event.
- I understand the driver of the vehicle must be at least 18 years of age and may not be a current student at the Coeur d'Alene Charter Academy.
- I understand that while participating in this event there is a risk of accident or injury, to my vehicle or my person, and to third parties and I am voluntarily participating in this event with the knowledge of such risks.
- I assume all risks and responsibilities and I will indemnify and hold Coeur d'Alene Charter Academy and any participating sponsors, employees, or volunteers harmless for any claim, damage, loss, or liability.

As Driver, I agree to provide car license number, copy of valid driver's license, and proof of automobile insurance.

As Navigator, I agree to carry a fully charged cell phone (for emergencies).

Driver Signature

_____ Date _____

Navigator Signature

_____ Date _____

Passenger Signatures:

#1 _____

#2 _____

#3 _____

#4 _____

#5 _____

#6 _____

#7 _____

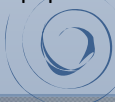
#8 _____

RALLY Sponsorship Opportunities



Finish Line Event Sponsor (\$5,000)

- ☞ Finish Line Event—Company Promotional Booth
- ☞ Signage on Kathleen Avenue for one year
- ☞ Corporate banner displayed at start and finish line
- ☞ Rally flag with corporate logo*
- ☞ Corporate recognition plaque presented at dinner event
- ☞ Full-page ad in Rally handbook
- ☞ One-car entry (includes two T-shirts and two dinner tickets)** **First sponsor given lead car option**
- ☞ Logo* and link on the Charter Academy website and name on Rally Facebook page
- ☞ Logo* on all printed materials, T-shirts, and newspaper advertising
- ☞ Car kit promotional materials



Starting Line Sponsor (\$1,000)

- ☞ Rally starting flag with name or corporate logo
- ☞ Quarter-page ad in Rally handbook
- ☞ Sponsor name on all printed materials, T-shirts, and newspaper advertising
- ☞ Sponsor name on Charter Academy website and Rally Facebook page
- ☞ One-car entry (includes two T-shirts and two dinner tickets)*
- ☞ Car kit promotional materials

Tune-Up Sponsor (\$500)

- ☞ Sponsor name listed in Rally handbook
- ☞ Sponsor name on all printed materials, T-shirts, and newspaper advertising
- ☞ Sponsor name on the Charter Academy website and Rally Facebook page
- ☞ One-car entry (includes two T-shirts and two dinner tickets)*
- ☞ Car kit promotional materials



Pit Stop Sponsor (\$2,500) Only 5-6 available

- ☞ Opportunity for give-aways, flyers, and solicitation at your pit stop
- ☞ Pit stop recognition banner at finish line
- ☞ Rally flag with corporate logo*
- ☞ Half-page ad in Rally handbook
- ☞ Logo* and link on the Charter Academy website and name on Rally Facebook page
- ☞ Logo* on all printed materials, T-shirts, and newspaper advertising
- ☞ One-car entry (includes two T-shirts and two dinner tickets)**
- ☞ Car kit promotional materials

Donor/Contributor (\$250)

- ☞ Name listed in handbook
- ☞ Name printed on T-shirts
- ☞ Name on donor banner

* Submit your logo to mlockhart@cdacharter.org. See attached instructions.

**All vehicle entries require a separate entry form. See attached form.



SPONSORSHIP LEVEL:

METHOD OF PAYMENT:

PLEASE PRINT

- | | | |
|--|---------|-------------------------------------|
| <input type="checkbox"/> FINISH LINE | \$5,000 | <input type="checkbox"/> Check |
| <input type="checkbox"/> PIT STOP | \$2,500 | <input type="checkbox"/> Visa |
| <input type="checkbox"/> STARTING LINE | \$1,000 | <input type="checkbox"/> MasterCard |
| <input type="checkbox"/> TUNE-UP | \$500 | <input type="checkbox"/> Discover |
| <input type="checkbox"/> DONOR | \$250 | <input type="checkbox"/> AmEx |

Name: _____
 Company: _____
 Street: _____
 City/State/Zip: _____
 Phone: _____
 Name on credit card: _____
 Card number: _____ Expiration date: _____
 Signature: _____

Please return to: Coeur d'Alene Charter Academy
 4904 N. Duncan Drive, Coeur d'Alene, ID 83815
 Phone: 208-676-1667 Fax: 208-676-8667

Tax ID # 82-0509670





Finish Line and Pit Stop Sponsors

1. LOGO

Submit your high-resolution digital logo as soon as possible. Send the logo in a picture format such as jpg, tiff, png, etc. Your logo will be added to our website and Facebook page; used for newspaper and print advertising; and printed on banners, flags, and T-shirts.

2. HANDBOOK ADS – Due September 14, 2012

The Rally handbook is a 5” x 7” booklet. Submit your ad digitally.

Ad sizes are as follows:

Finish Line Sponsors

Full-page ad – 6.49 x 4.82

Pit Stop Sponsors

Half-page ad – 3.22 x 4.82

3. WEBSITE

Submit your website address. We will add a hyperlink on our Rally webpage.

4. CAR KIT PROMOTIONAL MATERIALS

Advertise your business by submitting promotional give-a-ways, flyers, coupons, and other solicitation materials. Each car receives a “goodie bag” with your materials! We are expecting 50-60 cars this year.

Starting Line Sponsors

1. SPONSOR NAME

Submit the name you wish to advertise on all printed materials, newspaper advertising, and T-shirts.

2. HANDBOOK AD – Due September 14, 2012

The Rally handbook is a 5” x 7” booklet. Submit your ad digitally. The quarter-page ad size is 1.6 x 4.82.

3. CAR KIT PROMOTIONAL MATERIALS

Advertise your business by submitting promotional give-a-ways, flyers, coupons, and other solicitation materials. Each car receives a “goodie bag” with your materials! We are expecting 50-60 cars this year.

Tune-Up Sponsors and Contributors

1. SPONSOR NAME

Submit the name you wish to advertise on T-shirts and Rally handbook.

Send to:

Submit your information to Michelle Lockhart via email, mlockhart@cdacharter.org. For questions, feel to contact Michelle at 208.676.1667, or Chris Ford at worldhoppers3@yahoo.com.

Return the following in the enclosed envelope:

- Vehicle entry form
- Tear-off portion of the sponsorship form

