Dear Friends,

I would like to extend an invitation for you to participate as a community partner in the 7th Annual Viva McAllen Streets presented by McAllen Crime Stoppers, Inc. (non-profit) on Saturday, August 3, 2019, at the McAllen Convention Center.

The McAllen Police Department works with McAllen Crime Stoppers to fight crime in our community. This year's theme is "Back the Blue," to show support for local law enforcement officers across the Rio Grande Valley, Texas and the U.S.A.

Viva McAllen Streets is McAllen Crime Stoppers' annual fundraiser which includes a 5K & 10K, and a 25-mile, 40-mile and 60-mile cycling ride through McAllen, Mission, Palmview, Peñitas and La Joya. The organization will also promote health and fitness with a Kids Run while others learn about bike safety through the Kids Bike Rodeo. All proceeds from the event go directly to McAllen Crime Stoppers operations budget in efforts to keep McAllen Crime Stoppers operating on an annual basis.

DATE: **Saturday, August 3, 2019**
TIME: **7:00 a.m.**
LOCATION: **McAllen Convention Center, 700 Convention Center Dr.**

City leaders, community representatives and other cyclists, runners, walkers and children will be participating in the event.

We look forward to your generous donation, and we hope to see you there. For more information contact Pablo Treviño, Board President at 956-821-8469 or pablot@xopt1.com.

Respectfully,

Victor Rodriguez, Chief of Police
City of McAllen Police Department

Pablo Treviño
McAllen Crime Stoppers President

Community Day Sponsor $20,000
- Underwrites entire event – all areas of the event
- Company featured before and during event
- Company featured in PSA for TV airtime
- Company listed in all media promotions, signage & website
- Company logo on event shirt
- 20 x 20 exhibit space at the event
- 20 complimentary entry fees to the event of choice (cycling or 5k/10k)

Back the Blue Sponsor $10,000
- Company featured before and during the said events
- Company listed as sponsor in limited media promotions, signage & website
- Company logo on event shirt
- 10 x 10 exhibit space at the event
- 10 complimentary entry fees to event of choice (cycling or 5k/10k)

Darling's Dare Cycling Sponsor $5,000
- Company listed as sponsor for cycling event
- Company logo on event shirt
- 10 x 10 exhibit space at the event
- 5 complimentary entry fees to cycling event

Run for Justice $2,500
- Company listed as sponsor for 5k & 10k
- Company name on event shirt
- 10 x 10 exhibit space at event
- 5 complimentary entry fees to 5k/10k

Friends of McAllen Crime Stoppers $1,500
- Company listed as sponsor Children's Run & Bike Rodeo
- Company name on event shirt

Deadline to be listed in advertising is June 28, 2019
Please submit your logo (depending on sponsorship level) as soon as possible.

Thank you for your support!

Partnership Agreement

Business Name: _____ Contact:_____

Phone/Cell: _____ Email:_____

I would like to partner with the following level:

___Community Day $20,000   ___Run for Justice $2,500
___Back the Blue $10,000   ___Friends of MCS $1,500
___Darling's Dare Cycling $5,000   ___Other $_____

I would like to make an in-kind contribution of (*items needed are pickles, bananas, Gatorade, fig newtons, oranges, and food for volunteers*)

_____

(Please mark that which applies)

_____Check enclosed

_____Pay by Credit Card

Please check one: MC __ Visa __ AE __ DS __

Name (print) _____ Credit Card #_____

Exp _____ CVV _____ Signature:_____

Please make checks payable to: **McAllen Crime Stoppers**
Mail checks to: **McAllen Crime Stoppers**
C/O Viva McAllen
P.O. Box 720225
McAllen, TX 78502
All donations are tax deductible
Thank you for your continued support!