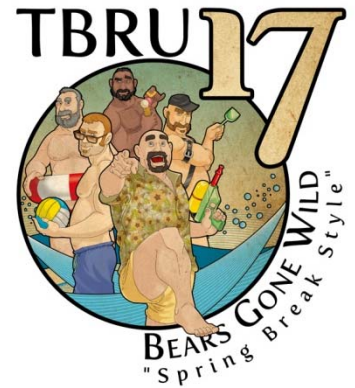




Celebrating 17 years of service to the community!



Dear Community Supporter,

It's that time again; we are planning Texas Bear Round-Up 17. We are just months away from another wonderful event and we want you to be part of the excitement.

This past year we experienced our largest TBRU ever. TBRU 16 brought in 1,508 registrants along with hundreds of other guests that accompanied the event. Our registrants come not only from the U.S. but from over 18 other countries. TBRU makes a large economic boost to the local community to the tune of over 3.6 million dollars (2009 data) each year. TBRU has now grown to one of the largest (if not the largest) event of its kind in North America. Size is not the most important factor. Most important, this past year we raised \$46,000 for our local charities.

Our TBRU 17 theme for this year is **"Bears Gone Wild ~ Spring Break Style"**, which is a fun play on Spring Break parties. TBRU 17 will be held the weekend of March 15th – 18th, 2012 in Dallas, Texas. Our Host Hotel is once again, the Crowne Plaza Hotel – Dallas Market Center along with an additional 6 overflow hotels.

We invite you to please join us in making TBRU 17 a huge success. Whether you are a returning supporter or considering being a supporter for the first time we would be honored and deeply appreciative if you would consider becoming a Sponsor for TBRU 17.

We have included in your packet the following:

TBRU 17 Sponsorship Form
TBRU 17 Program Ad Form

While we work hard to plan a great event for everyone to have fun and enjoy, we also make every effort to give back to our community and lend a hand as much as possible. TBRU is more than just a "fun" event. It's an event with a purpose. That purpose is "giving back." Each year the Dallas Bears Membership selects the beneficiaries for TBRU. This year's beneficiaries are: AIDS Interfaith Network (AIN), Greg Dollgener Memorial AIDS Fund (GDMAF) and Youth First Texas (YFT). It is due in large part to you that each year we can make donations to our local charities.

It would be a privilege and pleasure to have you as a Sponsor for this special event. On behalf of the Dallas Bears and the community we serve, we want to take this opportunity to **Thank You** for considering being a very important part of Texas Bear Round-Up. We look forward to your contribution to TBRU 17 !

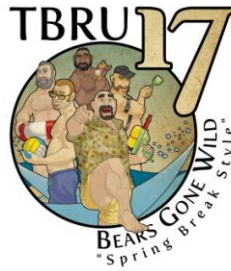
We are excited to announce that the IRS has approved our designation as a 501(c)(3) tax deductible and tax exempt organization. This means your sponsorship/donation is tax deductible to the fullest extent of the law.

Thank you for allowing us the opportunity to work together on this awesome community event.

Bear Regards,

Wayne Davis
President, Dallas Bears
www.dallasbears.org





**TEXAS BEAR ROUND UP (TBRU) 17
"BEARS GONE WILD-SPRING BREAK STYLE
GENERAL INFORMATION**

DUE DATES

Sponsorship	Now thru February 27, 2012
Vendor Market	Now thru February 27, 2012
Program Book Ad	Now thru February 27, 2012
Logo for Website	Submit w/ your Sponsorship Application
Banners (Banners will be displayed at Crowne Plaza Hotel (TBRU 17 Host Hotel))	March 12, 2012
Presidents Raffle Donations Each year we hold our Presidents Raffle to provide participants with the opportunity to obtain raffle tickets that could provide them with winning gifts donated into the Presidents Raffle.	March 12, 2012
Merchandise Donations Deadline For various bags: We request all merchandise being donated for any of the bags to be delivered by March 1, 2012 so that we have time to organize your donations and contributions before TBRU 17 begins.	March 12, 2012

BAGS FOR PARTICIPANTS, VOLUNTEERS, AND CONTEST

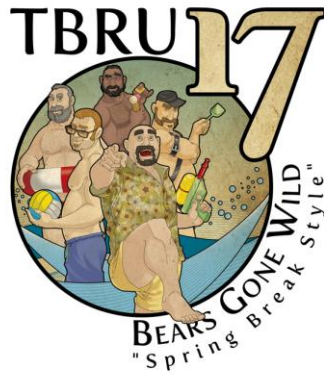
Bags for Participants	1,400
Thank You Bags for Volunteers	150
TBRU Contest Bags for Winners and Judges	12

Mailing Address

Merchandise donations for the various bags can be mailed direct to

Rob Meade
3036 Airhaven Street
Dallas, Texas 75229

**Any questions please contact
Rob Meade at: beasponsor@tbru.org
214-991-7733**



TEXAS BEAR ROUND UP (TBRU) MARKETING INFORMATION

Attendance:

TBRU 16 in 2011	1508
Average Attendance	989
USA	1452
International	56

Participant Age Range:

21 - 29	20% of attendees
30 - 39	30% of attendees
40 - 49	25% of attendees
50 - 59	15% of attendees
60+	10% of attendees

Average Income Range:

\$ 32,000 to \$ 72,000

Average Event Cost:

\$ 135,000

Local Economic Revenue:

\$ 6.5 Million

Advertisement

Global via World Wide Web

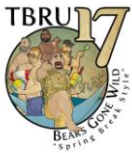
TBRU Beneficiaries

**AIDS Interfaith Network
GDMAF
Youth First of Texas**

TBRU is a Non-profit Event produced by volunteers. Once TBRU has concluded and all expenses have been paid, all remaining proceeds are distributed to the annually designated charities.

The Dallas Texas Bears Inc. is a Texas Non-Profit Corporation recognized by the Internal Revenue Service as a 501(c)(3).

**Any questions please contact:
Wayne Davis at: president@dallasbears.org**



SPONSORSHIP FORM
 TEXAS BEAR ROUND UP
 TBRU 17-BEARS GONE WILD~SPRING BREAK STYLE
 MARCH 15 - 18, 2012

Business and Contact Information

Name of Business (if applicable): _____

First Name: _____ Last Name: _____

Street Address/P.O. Box: _____

City: _____ State/Province: _____

Zip/Postal Code: _____ Country: _____

Business Phone Number: _____ Mobile Phone Number: _____

E-mail Address: _____ Website: _____

Contribution Level

Sponsor Donor Target Sponsor Community Partner

Cash Donation Amount: \$ _____ In-Kind Donation Fair Market Value: \$ _____

Target Sponsor Event: _____ Community Partner Donation Fair Market Value: \$ _____

Description of Donation (breakdown of non-cash product) (Fair Market Value)

_____ Value: \$ _____

_____ Value: \$ _____

_____ Value: \$ _____

_____ Value: \$ _____

_____ Value: \$ _____

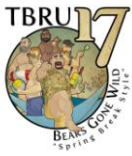
_____ Value: \$ _____

Signature

Date

TBRU 17 Mailing Address

**Dallas Bears
 P.O. Box 191223
 Dallas, TX 75219 USA
 Attn: TBRU 17 Sponsorship**



SPONSORSHIP FORM

TEXAS BEAR ROUND UP







TBRU 17-BEARS GONE WILD~SPRING BREAK STYLE

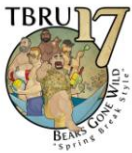
MARCH 15 - 18, 2012

Business/Contact Name: _____

All Sponsorship/Donations exceeding \$5,000 in value will receive the recognition listed below in Diamond plus. See the Sponsorship chair for details.

Sponsorship Levels Cash and In Kind Donations

<input type="checkbox"/>	Diamond 	\$4,000.00 -	<ul style="list-style-type: none"> ❖ Annual Exposure on Dallas Bears and TBRU website/advertising/media. (Logo and Weblink) ❖ Full page ad in run book—Premium placement <ul style="list-style-type: none"> ❖ Guaranteed banner placement in hotel promenade ❖ Name and logo on billboard- Marquis signage ❖ Verbal acknowledgement during public events <ul style="list-style-type: none"> ❖ Recognition in run book <ul style="list-style-type: none"> ❖ Run Passes (4) ❖ VIP Dinner Reception (4) ❖ Commemorative TBRU gifts ❖ Attendee Run Bag and Gifts
<input type="checkbox"/>	Emerald 	\$3,000- \$3,999.99	<ul style="list-style-type: none"> ❖ Annual Exposure on Dallas Bears and TBRU website/advertising/media. (Logo and Weblink) ❖ Full page ad in run book—Premium placement ❖ Guaranteed banner placement in hotel promenade ❖ Name and logo on billboard- Marquis signage ❖ Verbal acknowledgement during public events <ul style="list-style-type: none"> ❖ Recognition in run book <ul style="list-style-type: none"> ❖ Run Passes (3) ❖ VIP Dinner Reception (3) ❖ Commemorative TBRU gifts ❖ Attendee Run Bag and Gifts
<input type="checkbox"/>	Sapphire 	\$2,000- \$2,999.99	<ul style="list-style-type: none"> ❖ Logo & web link on TBRU website. ❖ Annual Exposure on all Dallas Bears and TBRU website. <ul style="list-style-type: none"> ❖ Half page ad in run book ❖ Banner placement in hotel promenade ❖ Name and logo on billboard- Marquis signage ❖ Verbal acknowledgement during public events <ul style="list-style-type: none"> ❖ Recognition in run book <ul style="list-style-type: none"> ❖ Run Passes (2) ❖ VIP Dinner Reception (2) ❖ Commemorative TBRU gift ❖ Attendee Run Bag
<input type="checkbox"/>	Ruby 	\$1,000- \$1,999.99	<ul style="list-style-type: none"> ❖ Logo & web link on TBRU website <ul style="list-style-type: none"> ❖ Half page ad in run book ❖ Name and logo on billboard- Marquis signage <ul style="list-style-type: none"> ❖ Recognition in run book <ul style="list-style-type: none"> ❖ Run Passes (1) ❖ VIP Dinner Reception (1) ❖ Commemorative TBRU gift ❖ Attendee Run Bag
<input type="checkbox"/>	Amethyst 	\$500- \$999.99	<ul style="list-style-type: none"> ❖ Logo on TBRU website ❖ Half page ad in run book ❖ Recognition in run book ❖ VIP Dinner Reception (2) ❖ 2 Tickets to BBQ Luncheon ❖ Attendee Run Bag and Gifts
<input type="checkbox"/>	Topaz 	\$150- \$499.99	<ul style="list-style-type: none"> ❖ Recognition in run book ❖ VIP Dinner Reception (1) ❖ BBQ Luncheon (2) ❖ Attendee Run Bag and Gifts



SPONSORSHIP FORM

TEXAS BEAR ROUND UP

TBRU 17-BEARS GONE WILD~SPRING BREAK STYLE

MARCH 15 – 18, 2012

Target Sponsor Levels					
Event		* Per Person		Exclusive	
Transportation	<input type="checkbox"/>	*\$250	<ul style="list-style-type: none"> ❖ Exclusive banner placement on buses ❖ Annual Exposure on Dallas Bears and TBRU website/advertising/media. (Logo and Weblink) ❖ Full page ad in run book—Premium placement ❖ Name and logo on billboard- Marquis signage ❖ Verbal acknowledgement during public events ❖ Run Passes (4) ❖ VIP Dinner Reception (4) ❖ Commemorative TBRU gifts ❖ Recognition in run book* ❖ VIP Dinner Reception (1) * ❖ BBQ Luncheon (1)* ❖ Attendee Run Bag and Gifts* 	\$4000	<input type="checkbox"/>
Welcome Party Food	<input type="checkbox"/>	*\$150	<ul style="list-style-type: none"> ❖ Logo & web link on TBRU website ❖ Signage in Party Room ❖ Half page ad in run book ❖ Name and logo on billboard- Marquis signage ❖ Recognition in run book ❖ Run Passes (1) ❖ Commemorative TBRU gift ❖ VIP Dinner Reception (1) * ❖ BBQ Luncheon (1)* ❖ Attendee Run Bag and Gifts* 	\$1500	<input type="checkbox"/>
Mr. TBRU Contest	<input type="checkbox"/>	*\$150	Benefits same as Welcome Party Food	\$1000	<input type="checkbox"/>
Bear Coffee Lounge	<input type="checkbox"/>	-	<ul style="list-style-type: none"> ❖ Signage in Café* ❖ Recognition in run book ❖ VIP Dinner Reception (1) ❖ BBQ Luncheon (1) ❖ Attendee Run Bag and Gifts 	\$300	<input type="checkbox"/>



PROGRAM BOOK ADVERTISING FORM
TEXAS BEAR ROUND UP
TBRU 17: BEARS GONE WILD-SPRING BREAK STYLE
MARCH 15 - 18, 2012

Business Information

Name of Business: _____

Contact Information

First Name: _____ Last Name: _____
 Street Address/P.O. Box: _____
 City: _____ State/Province: _____
 Zip/Postal Code: _____ Country: _____
 Business Phone Number: _____ Mobile Phone Number: _____
 E-mail Address: _____ Website: _____

Run Book Ads – for more information or questions regarding advertising email: BeAnAdvertiser@tbru.org

- Full Page Ad / \$ 100.00 A full page ad is vertical and approx. 7.5 inches tall and 4.75 inches wide
- Half Page Ad / \$ 50.00 A half page ad is horizontal and approx. 3.5 inches tall and 4.75 inches wide

- * The program is 5.5 inches wide and 8.5 inches tall (roughly the size of an 8.5" x 11" letter size paper folded in half)
- * The program will be printed in full color
- * Files should be at least 300 dpi (preferably 600 dpi)
- * **Windows Only File formats are acceptable: .psd,.png, .pdg, .jpg, .pdf**

TBRU 16 Mailing Address

Dallas Bears
P.O. Box 191223
Dallas, TX 75219 USA
Attn: TBRU 17 Program Book Advertising

Run Book Ad Information

Run Book Ads Information should be sent via email to BeAnAdvertiser@tbru.org or by U.S. Mail to the TBRU 17 Mailing Address as documented above. **In order to meet print shop schedules and requirements, all files and payments must be received by February 27, 2012.**

INTERNAL USE ONLY

Ad Total _____	Amount Due Received <input type="checkbox"/>
Total Amount Due _____	Confirmation <input type="checkbox"/>
_____	Ad Received <input type="checkbox"/>
Signature _____	Date _____