

The logo features the word "Raton" in a bold, black, sans-serif font. A thick, yellow, stylized swoosh or underline is positioned above the letters "a" and "t", extending from the left and curving over the "o" and "n". Below "Raton", the word "SUPERCROSS" is written in a large, bold, black, sans-serif font, with wide letter spacing.

# Raton SUPERCROSS

## ***Supercross racing is coming back to Raton!***

The Rocky Mountain Riders Association is bringing Supercross again to Raton on May 21, 2022

As an official points race, we are poised to bring in hundreds of riders and visitors to our area for a thrilling two-day event in 2022– and for years to come as an annual racing event!

To pull off this exciting opportunity for our community, we need sponsors to help cover important event costs. All we ask for is a pledge of financial or in-kind support.

***Please help us with a pledge of assistance to help us plan our budget!***

### **Raton Supercross**

Yay! We made it to year number two for Raton Supercross! So it's time to get scrappy! We're squeezing every penny and pulling community volunteers together to get our first race up and running at minimal cost. Investments in the supercross track for this year include:

- Trophy Prizes and Pro Rider Purse Money
- Heavy Equipment for Track Building Necessities (Fuel, Dirt Removal, Roll Offs, etc.)
- Track Builder labor
- Promotion
- Event Security, EMTs and Ambulance, and Sheriff time
- Track Flaggers labor

Sponsorship money is also vital to create the prize pool for professional riders, pay for trophies and to help with event functions like security, porta-potties, etc. Your sponsorship dollars will help reach and cover our event costs

Please review the attached Sponsorship Package information to see the advertising benefits we provide you for your support. We've also included some images of merchandise that will be for sale soon with select items being given to you as a sponsor. Please contact us if you are interested in volunteering or providing in-kind donations of labor, materials, equipment, etc.

**COVID-19 Refund Policy:** Sponsorship funds will be held in a dedicated NENMEF account with InBank. Funds will not be used until we are confident that the race will be held this year. If State restrictions prevent us from holding the race in 2022 we will contact sponsors to offer refunds of donations.



## ***Pledge Form***

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First Name                      Last Name                      Business/Organization

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Phone Number                      Email

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Mailing Address                      City                      State                      Zip

Pledge Type (Please Check):                       Monetary                       In-Kind

Pledge Description or Dollar Amount:

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**Submit Pledge to:**

*ATTN. Raton Supercross*

*PO BOX 1712*

*Raton, NM 87740*

**NOTE: Make checks out to Northeastern NM Educational Foundation**

**Monetary or In-Kind Support deadline: ASAP**

*The Northeastern NM Educational Foundation dba The Center for Community Innovation  
is a New Mexico 501(c)3 nonprofit organization.*

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# Supercross Racing is coming to Raton!

The Rocky Mountain Riders Association has awarded Raton a new Supercross Race!

May 21, 2022 at the Colfax County Event Center  
in the Jim Young Rodeo Arena

**Help support Supercross Racing in Raton with your Sponsorship!**

Sponsorship donations help cover the costs for cash prizes for pro riders, trophies for all riders, marketing, and costs for putting on the race. Your donation can be tax deductible.

## 2022 Raton Supercross Sponsorship Packages

Sponsorship Levels	Full Throttle (\$10,000+)	Big Air (\$2,500-10,000)	Powershift (\$750-2,500)	Pit Crew (<\$750)
Social Media Promotion (Facebook, Instagram,	X	X		
Website Presence	X	X	X	
Newspaper Ads	X	X		
Radio Ads	X	X		
Raton Visitors Guide	X	X		
Event Flyer	Front Cover	X	X	X
Pre and Post Press Releases	X	X	X	
Program Inclusion	Front Cover	X	X	X
Vinyl Banner(s) at track	6 Dedicated w/one on jump	2 Dedicated in arena	Group Banner	
Free Booth Space at Track	X	X	X	
Logo on Event T-Shirt	X	X	X	
Logo on select merch.	X			
Free hats	10	6	4	2 for >\$300
Free Tickets to Races	10	6	4	2 for >\$300

Please make checks payable to the Northeastern NM Educational Foundation (NENMEF)

The NENMEF, dba Center for Community Innovation, is coordinating efforts for this first year of racing, with a goal of establishing a racing association to grow this event into a new racing tradition for Raton.

# *aton* **SUPERCROSS**

Here is a sneak preview of some of the logo merchandise under development! As a sponsor, you will receive select free merchandise depending on your sponsorship level. Sponsors that come in at the “Full Throttle” and “Big Air” levels will get their logos on the back of the t-shirt.

