

residence. USA Luge is also a positive economic force in our area, generating a conservatively estimated \$3 million per year worth of business in Lake Placid.

Current National Team members and Olympians Bengt and Ashley Walden live in Lake Placid, while 2010 Olympian Chris Mazdzer lives minutes away in Saranac Lake. The village can claim luge greats Duncan Kennedy and Cammy Myler as its own. In all, fourteen Olympians, including three medalists, have chosen to move to Lake Placid full-time. In the past year, major news outlets including USA Today, Sports Illustrated, the Associated Press, The New York Times, Time Magazine, NBC Nightly News, and virtually every other major national media company have come to Lake Placid to cover our athletes and facilities.

WHY SUPPORT USA LUGE?

- *USA Luge provides unique sport-related opportunities for boys and girls on a local, regional, and national level*
- *USA Luge, a not-for-profit organization, has been based locally in Lake Placid since its inception in 1979*
- *American Olympians receive no direct government support and rely on the generosity of the public to support their athletic endeavors*
- *By supporting USA Luge, you are helping America succeed on the global stage at major competitions, including the Olympic Games*

WHY

To Raise Funds to Support USA Luge

Luge Through a variety of reasons, the organization's primary sponsor for the last 25 years, Verizon, is phasing out its involvement with USA Luge.



Their loss will be significant - to the tune of 40% of its budget. USA Luge's ability to reach out to young athletes around the nation with recruitment programs may be drastically reduced or even eliminated. The organization's entire ability to develop, train and support the athletes and their dreams is in jeopardy and they are reaching out to the community for support during a time of need.

ROCK 105
WLPW 105.5-FM THE CLASSIC ROCK STATION
WRGR 102.1-FM



USA Luge
57 Church Street
Lake Placid, NY 12946-1805
1-800-USA-LUGE



THE ROCK105 ADIRONDACK INTERNATIONAL
TOBOGGAN
CHAMPIONSHIP

Become
A Sponsor
and
Support
USA LUGE

www.AdkTobogganChampionship.com

WHAT

The ROCK105 Adirondack International Toboggan Championship

WHEN

February 19, 2011 4:00pm

WHERE

The Lake Placid Toboggan Chute

WHO

ROCK105 & USA LUGE

USA Luge is an Olympic class member organization of the United States Olympic Committee and is the National Governing Body (NGB) for the sport of luge in the United States. A not-for-profit organization, USA Luge - the official American representative to the International Luge Federation - is based here in Lake Placid. It is the responsibility of USA Luge to recruit, develop, train and support the United States National Luge Team for international and Olympic competition, as well as promote the growth of the sport nationwide.

The organization has its roots in Lake Placid, having been in the village since its founding more than 30 years ago in 1978. USA Luge currently has ten full-time and three part-time employees based in Lake Placid. USA Luge co-hosts international events each year, in conjunction with the N. Y. State Olympic Regional Development Authority, including junior and senior level international competitions, such as the 2009 Luge World Championships. While not the largest employer in this region, USA Luge is not the smallest - and certainly not insignificant. Its jobs, when annualized, exceed a rate of at least \$25,000 per year, and average around \$40,000 per year. Furthermore, we are one of only two NGBs based in Lake Placid and the only with its senior leadership in

SPONSORSHIP OPPORTUNITIES

GOLD SPONSORSHIP LEVEL

Become a Gold Level Sponsor and receive the following:

- Logo and links on the home page of the event website: www.AdkTobogganChampionship.com
- Logo Presence of the USA Luge Homepage and in the USA Luge e-newsletter.
- Mentions in Toboggan Championship Ads running for 3 weeks prior to the event. To air on ROCK105, AM 920 & 1240 WNBZ and Y106.3.
- A Minimum of 4 live mentions Daily on ROCK105 for 2 weeks prior to the event and the day of the event.
- VIP Credentials: You and 8 guests will be able to enjoy shelter from the weather and refreshments the day of the event in the "The Mich Light VIP Room."
- Twenty-Five :60 commercials to air on ROCK105 9am-12m to be used at your request now thru Feb. 28th.
- Plus 2 sled entries the day of the event. (Two Teams of 4 Sliders)

-\$500 Donation

SILVER SPONSORSHIP LEVEL

Become a Silver Level Sponsor and receive the following:

- Become a Silver Level Sponsor and receive the following:
- Logo and links on Sponsor page of the event website: www.AdkTobogganChampionship.com
- Recognition on the USA Luge Website event page and e-newsletter.
- 2 Live mentions Daily on ROCK105 for the week prior to the event and the day of the event.
- VIP Credentials: You and 6 guests will be able to enjoy shelter from the weather and refreshments the day of the event in the "The Mich Light VIP Room."
- Twelve :60 commercials to air on ROCK105 9am-12m to be used at your request now thru Feb.28th.
- Plus a complementary sled entry the day of the event. (One Team of 4 Sliders) - *\$250 Donation*

BRONZE SPONSORSHIP LEVEL

Become a Bronze Level Sponsor and receive the following:

- Mention and links on Sponsor page of the event website: www.AdkTobogganChampionship.com
- Recognition on the USA Luge Website event page and e-newsletter.
- VIP Credentials: You and 4 guests will be able to enjoy shelter from the weather and refreshments the day of the event in the "The Mich Light VIP Room."
- Plus a complementary sled entry the day of the event. (One Team of 4 Sliders)

-\$100 Donation

Please make checks payable to USA Luge, 57 Church Street, Lake Placid, NY 12946. USA Luge is a not-for-profit organization and all donations are tax deductible.