

Texas Challenge 2010 Weekend

West Texas Geocaching Association

San Angelo, TX

What is Geocaching?

Geocaching (pronounced geo-cashing) is a worldwide game of hide and seek. A geocacher can place a geocache anywhere in the world, pinpoint its location using GPS technology and then share the geocache's existence and location online. Anyone with a GPS unit can then try to locate the geocache. Once a Geocacher finds the geocache, they will sign the log to show they were there, possibly trade small trinkets, and write about their experience online. The largest listing site is www.geocaching.com with over 950,000 geocaches listed on all 7 continents and 3-4 million active participants.

What is the Texas Challenge?

The Texas Challenge is an annual event sponsored by the Texas Geocaching Association (www.texasgeocaching.com) where Geocachers from all over the state gather to socialize and compete in various games and a regional competition. The 2010 Challenge will be March 12-14th at San Angelo State Park in San Angelo and is hosted by the West Texas region (Abilene, Big Spring, Midland/Odessa, San Angelo, etc.). This is a regional competition for Geocachers from all over the state and this year we are adding another region/group for Geocachers that come from out of state. We conservatively expect 350 to 550 Geocachers to attend this year's Challenge.

During the weekend, Geocachers will be encouraged to visit various locations in the San Angelo area. Before the event, geocaches will be hidden at businesses and other locations we'd like to highlight for the visitors. For every geocache that someone visits, they'll earn bonus points to that will go towards their regional team's overall score in the competition.

Sponsorship levels:

Sponsors are needed to help provide door prizes and rewards, fund our planned activities, and to provide permission for hiding geocaches. The Texas Geocaching Association is a nonprofit social organization and donations are tax deductible.

Platinum Level (\$500 cash or in-kind donation)

- Large company logo on the back of event t-shirts (expect to print 500)
- Company logo present on all information/communication created for event
- All benefits of lower sponsorship levels

Gold Level (\$250 cash or in-kind donation)

- Small company logo on the back of event t-shirts (expect to print 500)
- Ability to visually advertise at the event location via banners, signs, etc.
- All benefits of lower sponsorship levels

Silver Level (\$100 cash or in-kind donation)

- Logo featured on all event website pages (left navigation bar)
- Active link to business website from event website (www.texaschallenge2010.com)
- All benefits of lower sponsorship levels

Bronze Level (\$50 cash or in-kind donation)

- Business name recognized during prize drawing
- All benefits of lower sponsorship levels

Associate Sponsor Level (any donation and/or allowing a cache on-site)

- Business name listed on event website
- Listing in the event program (at least 500 printed)
- Option to include business brochure, items or coupon in attendee welcome packets

Vendor Booths:

Sponsors may set up a sales booth near the event pavilion. Attendees will be in and out of the park Friday evening and all day Saturday. Vendors will be charged a fee of 10% of gross sales via donation to the Friends of San Angelo State Park.

General Information Links:

www.texaschallenge2010.com

www.texasgeocaching.com

www.geocaching.com

www.wtxga.net

Logo information for Platinum, Gold & Silver sponsors:

For Platinum sponsors:

- Logo will be placed on the back of event t-shirts
- Logo will be in single color
- Logo size is restricted to no larger than 2"x 3" (see outline below)
- Order of logos will depend on number of sponsors and artistic decision



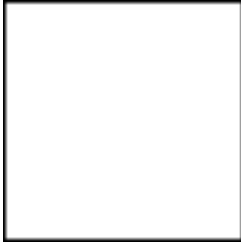
For Gold sponsors:

- Logo will be placed on the back of event t-shirts
- Logo will be a single color
- Logo size is restricted to no larger than 1.5"x 2.5" (see outline below)
- Order of logos will depend on number of sponsors and artistic decision



For Silver sponsors:

- Logo will be a hyperlink back to business website
- Preferred graphic format is jpg or gif
- Logo size should be approximately 120px x 120px (see outline below)
- Examples can be seen at www.texaschallenge.info



2010 Texas Challenge Donation Acceptance Form

Donor Name: _____

Donor Contact Name: _____ Phone: _____

Donor Address:

Description of Donation:

Accepted by: _____

Cache allowed at location? Y N Notes: _____

Please make checks payable to "WTXGA" or the "West Texas Geocaching Association"

-----Tear off --- Give to Donor-----

A donation was made to the West Texas Geocaching Association for the 2010 Texas Challenge event.

Donation: _____

Accepted by: _____

Texas Challenge 2010 Planning Committee

Tax ID/EIN: 30-0599487

Steven J. DeFau, WTXGA President

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president@wtxga.net or

sponsorship@texaschallenge2010.com

www.wtxga.net

www.texaschallenge2010.com