



June 2007

Dear Prospective Sponsor:

Here is the time to support clean energy transportation as a sponsor of the SunDay Challenge Alternative Fuel Vehicle Rally and Workshop. As a sponsor of the SunDay Challenge, your company will participate in a free educational major media event and be identified with the second largest social issue of the American consumer – our environment. Your name will be listed on our brochure and publications acknowledging your sponsorship, and your support could qualify as a 501-C3 tax exempt donation.

In the spirit of automotive innovation, we have been showcasing and promoting alternative energy vehicle technology. The 8th SunDay Challenge Vehicle Rally will be comprised of the following route: Starting at the Florida Solar Energy Center in Cocoa, vehicles will proceed south along U.S. 1 and finish at Florida Institute of Technology in Melbourne. The rally attracts considerable attention because it reflects the contemporary and ecological values of today's consumers.

You may be a financial or in-kind supporter and help us with several areas of need we have to fill in order to ensure that the rally will be successful and exciting event for all who attend and participate. Please know that we would appreciate any means of support you choose to offer, including in-kind resources. As a statewide research institute, Florida Solar Energy Center operates within the State University System under the University of Central Florida, making us state-funded and a non-profit organization. Additional information is available on-line at www.sundaychallenge.org.

Thank you for your time and consideration. If you have any questions, please call me at either (321) 638-1443. I will be happy to discuss any questions which you may have concerning your contribution to our SunDay Challenge. I hope to hear from you soon.

Sincerely,

Bill Young
Project Manager

