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| Date  Dear XXX,  I would like to invite XXX COMPANY to participate as a sponsor of **the 2013 Discover Hartford Bicycle Tour**. This non-competitive event welcomes cyclists of all abilities to explore our capitol city’s diverse neighborhoods, architectural and cultural gems and parks by bicycle.  The event will be presented by **Bike Walk Connecticut**, a statewide membership organization that promotes bikeable, walkable communities, helping to create a healthier and cleaner Connecticut.  The 2013 Discover Hartford Bicycle Tour takes place on **Saturday, September 21, 2013** at Bushnell Park. The goal for this year’s tour is to register 1,000 cyclists and introduce newcomers to the idea that cycling can be a healthy, fun, inexpensive and practical means of getting around.  Enclosed you will find a sponsorship kit that provides more information on the event, as well as the promotional opportunities available to you and your business. Sponsorships start as low as $1,000. We can also work with you to create a sponsorship that will fit the needs of your organization. Please look over the materials and feel free to contact me directly to discuss this wonderful opportunity for you to promote your business and our event. I can be reached at 860-904-2420 or via e-mail at [kelly.kennedy@bikewalkct.org](mailto:kelly.kennedy@bikewalkct.org). I look forward to speaking with you!  Sincerely, |
| kk signature |
| Kelly Kennedy, Executive Director Bike Walk Connecticut |