



September 24-27, 2009

Benefitting The Buffalo Bayou Partnership
& The U'jana Conley Foundations for SIDS

Chair

Jolanda "Jo" Jones,
Council Member

Honorary Chair

Bill White,
Honorable Mayor

Honorary Co-Chairs

Annise Parker,
City Controller

Garnet F. Coleman,
State Representative

James Rodriguez,
Council Member

Edward Gonzalez
Council Member

Uchenna Conley,
Chair, U'jana Conley
Foundation for SIDS

Bob Eury,
President, Central
Houston Inc.

Mike Garver,
Chair, Buffalo Bayou
Partnership

Dear Potential Sponsor:

Please join the Honorable Mayor Bill White, Council Members Jolanda "Jo" Jones, James Rodriguez and Ed Gonzalez, City Controller Annise Parker and State Representative Garnet Coleman in welcoming the 2nd Annual Houston Survivor Challenge ("Challenge"), based on CBS' hit reality show *Survivor*. The Challenge kicks-off with VIP events on September 24th and 25th, and the actual competition held on September 26th and 27th, on the lush green banks of Downtown's Sesquicentennial Park. Houstonians will have the opportunity to compete with and against *Survivor* and other reality TV stars, in the most realistic 2-day re-creation of *Survivor* with full scale water, land, mental, physical, emotional, individual and team challenges, immunity idols, alliances, tribal councils and **One Ultimate Survivor**, all in the name of charity!

Fans will have access to four days of events, some free and others VIP. This family event has activities for children at Pygmy Island.

We have confirmations from *Survivor*, *Amazing Race* and other reality TV stars who range from winners to fan favorites. Another highlight is Houstonian Uchenna Agu who, along with his wife Joyce won the *Amazing Race*, returns this year to serve as the host of the Challenge.

Proceeds from the Challenge will equally benefit the **Buffalo Bayou Partnership** ("BBP") (www.buffalobayou.org) and the **U'jana Conley Foundations for SIDS** ("SIDS Foundation") (www.ujanaconleyfoundation.org). The BBP proceeds will fund the restoration of the historic International Coffee Building at Allen's Landing, including a new bike, boat, and kayak facility and gallery and event space. SIDS Foundation proceeds will assist the non-profit's efforts to develop "Safe Sleep Practices," programs for infants and toddlers; and create a centralized office that will provide grief services and health education training, in collaboration with the Houston/Harris County Child Fatality Review Team.

At this time, we seek underwriting for the Challenge. The four-day event offers many opportunities for your company and its employees. Support is sought through sponsorships, contributions, vending opportunities and in-kind gifts. The sponsorship package is attached for your review. For additional details, please contact Uchenna Conley at (832) 276-2224.

This event accomplishes three goals:

1. Raises funds for deserving charities;
2. Promotes Houston as a great event destination location; and
3. Brings celebrities to Houston.

We look forward to partnering with you at the 2nd Annual Houston Survivor Challenge!

Sincerely,

Jolanda "Jo" Jones

Jolanda "Jo" Jones
Council Member At-Large and Alum, *Survivor Palau*

U'jana Conley

Uchenna Conley
Chair, U'jana Conley Foundations for SIDS

Sponsorship Packages

Tribal Council Title Sponsor:

\$25,000+

- Exclusive rights as title sponsor
- Most prominent logo placement on KHOU TV commercials & KHOU website beginning July
- One competitive entry into the HSC
- Exclusive Tribal Council signage (25 hits during HSC), & VIP event signage
- 10 VIP All-Access passes
- 1st priority placement program ad (2 color, full page)
- Logo, hits & appearances on 3 Great Day Houston shows
- Logo on HSC website through 6 months after event
- Logo included in print ads & promotional materials
- Reality show star/celebrity available to sign autographs
- Acknowledgement Plaque

Immunity Class Sponsor: \$15,000+

- Prominent logo placement on KHOU TV commercials & KHOU website beginning July
- Exclusive Immunity Challenge signage (4 hits during HSC), & VIP event signage
- 6 VIP All-Access passes
- 2nd priority placement program ad (1 color, full page)
- Logo, hits & appearances on 3 Great Day Houston shows
- Logo on HSC website through 4 months after event
- Logo included in print ads & promotional materials
- Logo/name inclusion in TV/Radio PSAs
- 4 challenge signage placements
- Acknowledgement Plaque

Reward Class Sponsor: \$10,000+

- Exclusive Reward Challenge signage (1 hit during HSC), & VIP event signage
- 4 VIP All-Access passes
- Program ad (1 color, half page)
- Logo on HSC website through 3 months after event
- Logo included on HSC signage & promotional materials
- 2 challenge signage placements
- Acknowledgement Plaque

Individual Class Sponsor: \$5,000+

- 2 VIP All-Access passes
- Program advertisement (one B/W quarter page ad)
- Logo on HSC website through 2 months after event
- Logo included on HSC signage & promotional materials
- 1 challenge signage placement
- Acknowledgement Plaque

Survivor Class Sponsor: \$1,000+

- 2 VIP HSC event passes
- Name recognition in HSC program
- Acknowledgement Plaque

Name: _____

Company: _____

Address: _____

City, State Zip: _____

Phone Numbers: (H) _____ (W) _____ (C) _____

E-mail: _____

Package Selected: Tribal Council Immunity Reward Individual Survivor

Credit Card: # _____ Exp Date: _____

Payment Method: Credit Card: American Express Discover MasterCard Visa / Cash / Check
Please make checks payable to U'Jana Conley Foundation. Please note Houston Survivor Challenge in the memo.

Signature: _____

Mail registration and payment to:
Houston Survivor Challenge
PO Box 821312
Houston, TX 77282-1312

For more information on the Houston "Survivor" Challenge, visit:
www.houstonsurvivorchallenge.com

Email: Uchenna Conley: Uconley@apqc.org 832.276.2224
Jolanda Jones: Outreach5@cityofhouston.net 832.393.3006
info@houstonsurvivorchallenge.com