



The Portage for Youth
1029 Hudson Road
Saint Paul, Minnesota 55106
www.driveforkids2007.com

Sponsorship Prospectus

Event Name	Drive for Kids 2007
Date	Sunday, October 14, 2007, 8 a.m. to 5 p.m.
Location	Starts in Saint Paul, Minnesota and finishes in Red Wing, Minnesota. Route takes participants through Prescott, Bay City, Maiden Rock, Stockholm, Pepin and Nelson Wisconsin and Wabasha, Lake City and Frontenac, Minnesota.
Description	<p>Drive for Kids is a charity event to raise money for youth programs in the Twin Cities metro area. The timing and route of the event take advantage of the tremendous interest in the scenic drive around Lake Pepin during the peak fall colors. AAA rates this drive one of the top five in the entire country for fall touring. Drive for Kids is a family event open to everyone although it attracts a significant number of street rods and classic, collectible, foreign and performance cars. This year's event will feature:</p> <ul style="list-style-type: none">❑ Sunday morning send-off at Mounds Parks with free coffee, hot chocolate, donuts, t-shirts, goodie bags, curbside car show and entertainment❑ Spectacular fall color cruise following the Great River Road down river from St. Paul on Wisconsin State Highway 35 across to Wabasha, and then upriver on Minnesota State Hwy 61 through Red Wing. This route features great shopping, eateries and roadside attractions.❑ Finish line event in Red Wing, Minnesota, which coincides with the Red Wing Fall Festival of Arts. Participants will be treated to free food and refreshments, entertainment and another curbside car show.

Event History

2007 will be the fifth annual Drive for Kids. In 2006, the event drew nearly two dozen sponsors, more than 120 vehicles, 300 plus participants, dozens of volunteers and raised more than \$10,000. Dave Lee and WCCO AM have established themselves as key event sponsors and numerous individuals, clubs and businesses adopted the event. The planning committee for the fifth annual Drive for Kids has set goals of 150 vehicles, 500 participants and a \$20,000 fundraising goal for the 2007 event. The committee is committed to establishing Drive for Kids as the premiere auto-related charity event in the Upper Midwest.

Event Objectives

This event raises funds for The Portage for Youth, Bolder Options and Red Wing Youth Outreach Program, three nonprofit 501(c)(3) organizations which serve at-risk youth. Bolder Options is a Minneapolis-based one-on-one mentoring program that pairs at-risk youth aged 10-15 with adult mentors to either bike or run together and work on personal and academic goals. The Portage for Youth is an after-school and summer enrichment program for girls ages 8-15 residing in Saint Paul. The mission of the Portage is to “provide the tools, opportunities and support to help at-risk girls dream, achieve and become healthy, successful adults.” The Red Wing Youth Outreach Program provides prevention, intervention and education services for at risk youth in Red Wing, Minnesota.

Attendance/Participation

Drivers who register for Drive for Kids represent a wide spectrum of participants. Based on anecdotal data collected during the first two years of the event, most are adults age 35 to 65, married with children (both adult and younger children) at middle to upper income and education levels. Most reside in the Minneapolis-Saint Paul metro area although some participants came from as far away as Mille Lacs and LeSeuer, Minnesota. Registrations correspond closely with the WCCO AM listening area (Duluth to the north, northwestern Wisconsin to the east, the northern tier of Iowa counties to the south. Most participants are owners of street rods or classic, collectible, foreign or performance cars. According to Hemmings Motor News, these car enthusiasts are men, age 35 to 64, affluent, well established, home owners, multi-car owners and multi-collector-car owners.

Contact Information

Website: <http://www.driveforkids2007.com>

Tim Puffer
(651) 695-5558 ph
(888) 805-1070 fax
timpuffer@developmentresources.com

Mailing Address:
Drive for Kids
c/o The Portage for Youth
1029 Hudson Road
Saint Paul, MN 55106