

Alamosa Motocross News

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To all sponsors and prospective sponsors,

I would like to start out by thanking everyone who sponsored and helped with our event last year. It was so gratifying to see everyone do what they could despite the tough economic climate. Your sponsorship and support was deeply appreciated and we look forward to working together to bring the event back again this year.

The dates for this year's Cat's Classic are July 16th and 17th. It will be a joint SRAC points race and American Motocross Association (AMA) District 25 points race with factory contingencies.

The upcoming Cat's Classic Motocross will be our fourth year on the Sports Rider's Association of Colorado (SRAC) calendar. I began petitioning the SRAC board in Denver over seven years ago to allow an event in the San Luis Valley, far south of the other tracks in Colorado. The board, after three years of relentless persistence, finally relented and allowed me to pick a date. New promoters are rarely allowed into the SRAC; obtaining a date on the SRAC calendar was tantamount to expanding the NFL.

I am proud of where we have come. The first Cat's Classic hosted 216 racing families, the second year 264, and in 2010 we saw 320. To see growth in such a tough economy is remarkable and we may be the only event in the SRAC not losing participants. The Valley offers unparalleled beauty and recreation; many families arrive several days early to enjoy the Sand Dunes National Monument, the Alligator Farm, the famous Mexican food, and the boundless opportunities for outdoor fun.

80 additional acres of adjoining land have been acquired to alleviate any parking problems we may have seen in the past and to capacitate overflow. We are also hoping to expand operations and host Hare and Hound racing events in the future. A new motocross club, Jack Rabbit Motocross Club, LLC, has been formed in order to help plan and fund future events, give a hand with organizing, and serve as a source of much needed volunteers. As many know, the Cat's Classic Motocross is expensive and we've often carried a deficit year to year; we are hoping to alleviate this with the new motocross club.

The 2010 Cat's Classic was a momentous success and the SRAC website was buzzing with positive feedback, kudos, and no complaints. Compliments included the desire for the Colorado State Championship to be held in Alamosa; the 2010 championship had already been awarded to a track in Denver but my partner Scott Scidmore and I have decided to put in a bid for the 2011 championship. Hosting the championship would be a major boon to the local economy as history has shown the race to attract over 700 families.

We are sending this newsletter out to you once again to ask that you help sponsor the 2011 Cat's Classic Motocross. As was the case last year, we will be happy to post your business prominently on the signage at the tower and in the stands as well as on the posters, press releases, and on www.catsclassic.com as long as we receive sponsorship consideration before June 1st, 2011. As always, we will personally thank all sponsors on race day over the PA system. I am happy to work hard to expose and promote your business in exchange for your sponsorship and I am open to suggestions in this area.

Please fax, call, or email me if you are able to help out with the 2011 Cat's Classic Motocross. Please fill out the following form and return to me as soon as you are able. Once again, thank you so much for the help and consideration. The race could not be a success without you.

2011 Sponsors:

Business/Individual Name: _____

Monetary Consideration (Amount): _____

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Volunteer (Name, Length of Time): _____

Volunteer (Name, Length of Time): _____

Please fax to (719) 589-3916 or email to catsxdwight@aol.com

Call (719) 589-9717 with any questions.

Sincerely,

Dwight Catalano

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