



**RUBY  
ROUBAIX**

**Rotary**   
Club of Elko Desert Sunrise

Dear Potential Sponsor

March 1, 2022

In June of 2021 we held our first, annual, Ruby Roubaix (pronounced *Roo-Bay*) Gravel Fondo and watched a great idea turn into a reality. The Rotary Club of Elko Desert Sunrise thanks every company and individual who helped us entertain just over two hundred cyclists from Arizona, Nevada, Idaho, Utah, Montana, Colorado, California, Washington, and Texas, in a safe, family-friendly and *Wild Beautiful Nevada* setting.

Thanks to our community's generous donation of time, talent, and financial support:

- Five, fully sponsored, Elko County High School students are scheduled to attend the Rotary Youth Leadership Awakening (RYLA) this year in Portola, California. <https://www.camp-ryla.org/about/>
- We will award two \$1,500 cash scholarships in June 2022 to Elko County High School graduating seniors who are enrolled to pursue a college degree.
- The City of Elko collaborated with our Club to renovate the Pickle Ball Courts at Southside Park.
- We will leverage a matching Rotary District Grant to add additional bike racks for youth to park their bicycles at busy school bus stops located throughout the Spring Creek community.
- We are volunteering professional expertise and purchasing materials to maintain the integrity of handicap access into the building and improve parking for all scheduled events at the historic Lamoille School House.

Every service club hopes to create a fundraiser that will benefit local business, is fun for the community, attractive to travelers and is repeatable year over year because it was worth all the effort. As a result, we have scheduled the "Second" Hottest Event in the Rubies, this summer, on Saturday, June 18<sup>th</sup>.

Will you join us this year as a sponsor? We will distribute printed event posters to just under four hundred athletic clubs and bike shops throughout the northwestern states during the first week in April. We will recognize all Ruby Loop Sponsors (\$2,000 level) who make a verbal commitment by March 15<sup>th</sup>, by including their company logo on the printed poster\*.

We genuinely appreciate your interest in this event, and I am available to answer your questions.

*Kerry Aguirre*

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\*We can always update social media and webpage information with your digital logo file. The March 15 deadline applies ONLY to the printed posters. Please jump in early so we do not miss an opportunity to call attention to your business.