



The Hotlanta Rubber Group will be hosting our second annual Southeast Rubber weekend at the Atlanta Eagle, August 27-28, 2010 ([www.mserrubber.com](http://www.mserrubber.com)). The primary purpose of this annual event is to raise funds for a locally operated charity that benefits the LGBT community here in Atlanta. The charity that has been chosen as this year's beneficiary is Pets Are Loving Support Atlanta (P.A.L.S.). The secondary purpose of the Southeast Rubber Weekend is to send one representative/contestant to compete in Mr. International Rubber in Chicago, IL in November.

**P.A.L.S. Mission Statement:**

"Pets Are Loving Support (P.A.L.S.), a 501-c3 organization registered with the federal government and the State of Georgia. P.A.L.S. is an organization that provides pet-care including free food and basic veterinary care, and support to the companion pets of critically ill and disabled Atlantans."

The Co-Producers of SER are Alan Penrod, Mr. Atlanta Eagle 2009 and IML 2009 Second Runner-up and Bryson "Nitro" Hankinson, Mr. Hotlanta Rubber. We are currently seeking sponsors to support SER 2010. We will be making baskets filled with donated items to raffle off during the weekend, and we are also in need of items to give the winners as prizes.

There are five levels of sponsorship based on the amount of merchandise, store currency, or direct financial support donated. Each sponsorship level will have the specific return benefits listed below. Each level of sponsorship will include all of the benefits listed plus all of the benefits for each level beneath it.

- Platinum Sponsors (\$1000 and higher donated) will officially have a portion of the weekend designated as "brought to you by:...", and will have the option to have a full-sized sponsorship banner proudly displayed on the background of the SER Contest Stage.
- Gold Sponsors (\$501 to \$999 donated) will have their company name and logo listed in all e-mail/electronic advertisement for the event.
- Silver Sponsors (\$251 to \$500 donated) will have their company name read aloud during a special "Sponsors" portion of the event.
- Bronze Sponsors (up to \$250 donated) will have their name/logo listed on the [www.mserrubber.com](http://www.mserrubber.com) site.

Please feel free to contact either Bryson "Nitro" Hankinson if you have any questions about our event or need additional information about sponsorship opportunities. We greatly appreciate any and all support that you can provide to make this event a successful fundraiser for Positive Impact Atlanta and we look forward to hearing from you soon.

Bryson "Nitro" Hankinson Judges & Sponsorship Coordinator (770)289-8802 <a href="mailto:pupnitro@hotlantarubber.com">pupnitro@hotlantarubber.com</a>
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