P O Box 8182

Fredericksburg, VA 22404

April 10, 2014

Mr. Bill Smith

123 Highway 1

Fredericksburg, VA 22401

Re: Sponsorship for 2nd To None Track Club

Dear Mr. Smith,

The 2nd to None Track and Field Club is a nonprofit youth organization based out of Fredericksburg, Virginia and is a member of both USA Track and Field (USATF) and the Amateur Athletic Union (AAU).  We provide track and field coaching to boys and girls ages 6-18.  Our Track Club serves the Stafford, Spotsylvania and Fredericksburg, VA areas. There are currently 30 kids registered for the 2014 Track season. We are starting our 2nd year of competition as 2nd To None Track Club but have youth that have participated with other track organizations over the past four years. We have an ambitious goal this year; we would like to take **every** club member to the AAU Track & Field Club Championships, Orlando, Florida. Our club provides an opportunity for youth to learn and master skills in the sport of Track & Field. The 2nd To None Track Club supports competition in local, regional and national meets. Participating and former club athletes have proudly brought home 2 Junior Olympic medals from the 2011 AAU Junior Olympics in New Orleans, Louisiana, 6 medals from the 2012 AAU Club Championship in Orlando, Florida, and 2 Junior Olympic medals from the 2013 AAU Junior Olympics in Detroit, Michigan.

The toughest task we are facing as a non-profit organization is a dedicated funding source to provide our club with quality sports apparel and training equipment. Additionally, we must cover the operational expenses such as meet fees, association fees as well as transportation and lodging expenses for our youth. It is our belief that no youth should be denied the opportunity to participate due to the inability to pay.

As you can imagine, operating a Track & Field program requires a sizable investment, as well as, time and a passionate commitment. Here’s where you can help. **Your company’s contribution will go a long way in meeting many of these expenses, such as the purchase of track uniforms, t-shirts, a canopy, equipment and travel costs. We currently have five corporate tier levels: Platinum, Gold, Silver, Bronze and Friend. Please refer to the attachment to review corporate sponsorship tiers.**

The 2nd To None Track Club needs your support. We are respectfully requesting donations to meet this goal. Any and all donation amounts are appreciated. Also, consider the fact that your donation is tax deductible. Donations can be made via our website [www.2ndtoNone.teampages.com](http://www.2ndtoNone.teampages.com) or can be sent to our mailing address. Thank you in advance for your consideration of our request.

Please feel free to contact Lori Sims Ware at [coachlori220@gmail.com](mailto:coachlori220@gmail.com) or at (540) 841-0075 for more information.

Sincerely,

Lori Sims Ware

Owner and Assistant Coach

**Platinum Sponsorship – $2,501 to $5,000**

* Recognition on the 2nd to None Track Club Web site as a ***“Platinum Sponsor***” with a link to the sponsor’s Web site
* Recognition in the Club program, signage and press releases
* ¼ page logo ad on club announcements
* Invited to end of year recognition ceremony with a plaque to be presented
* Logo placement on all print ads online and hard copy
* Name mentioned on all radio advertisements and team press releases (subject to FCC regulations and copy contents restrictions).

**Gold Sponsorship – $1,001 to $2,500**

* Recognition on the 2nd To None Track Club Web site as a ***“Gold Sponsor”*** with a link to the sponsor’s Web site
* Recognition in the Club program, signage and press releases
* Invited to end of year recognition ceremony with a plaque to be presented
* Logo placement on all print ads online and hard copy
* Name mentioned on all team press releases

**Silver Sponsorship – $501 to $1,000**

* Recognition on the 2nd to None Track Club Web site as a ***“Silver sponsor”*** with a link to the sponsor’s Web site
* Recognition in the Club program, signage and press releases
* Invited to end of year recognition ceremony with a plaque to be presented
* Logo placement on all print ads online and hard copy

**Bronze Sponsorship – $251 to $500**

* Recognition on the 2nd to None Track Club Web site as a ***“Bronze Sponsor”***
* Recognition in the Club program, signage and press releases
* Invited to end of year recognition ceremony with a plaque to be presented

**Friend Sponsorship – $20 to $250**

* Recognition on the 2nd to None Track Club Web site as a ***“Friend Sponsor”***
* Invited to end of year recognition ceremony

**Sponsorship Agreement Form**

**Please check your level of participation**

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Please select a Tier: \_\_\_ Platinum \_\_\_ Gold \_\_ Silver \_\_\_ Bronze \_\_\_ Friend

\_\_\_ We do wish to participate in the sponsorship for one year.

\_\_\_ We do not wish to participate in the sponsorship, but would like to make a contribution of $\_\_\_\_\_\_\_\_\_.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature Date

***Make checks payable to:*** 2nd To None Track & Field Club

***Mail form and payment to:*** 2nd To None Track & Field Club

P.O Box 8182

Fredericksburg, VA 22404

Log into our team website to send payment:

[www.2ndToNone.teampages.com](http://www.2ndToNone.teampages.com)