

**Brent Youth Sports
Association, Inc.**

September 21, 2011



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Dear friend,

I am writing to solicit your advertising support of the Brent Youth Sports Association, Inc. (BYSA), a group of caring and committed adults who support youth development through sports. BYSA's vision is: *Every child a champion, on and off the field.* Our mission is: *to encourage the development of academics, discipline, leadership and sportsmanship through youth sport programs.* Being a champion in athletics requires commitment, hard work, and diligence. Anything you do successfully in life requires the same. It is our belief that through athletics, children can learn to be champions for life, carrying those same elements of athletics into school, work, church, and other endeavors. Your advertising partnership with BYSA can not only help us achieve our mission.

As BYSA continues to evolve and grow, the necessity for financial support will also grow. Our financial needs for this year are many as we anticipate serving over 300 student/athletes this coming football season. Partnering with us will not only aid us in our endeavors, but will provide an excellent opportunity for community exposure for your business.

There are several ways a business or individuals can help. These include donations of equipment, supplies, raffle items, advocacy, volunteering to work in our concession stand, or providing a service such as grounds-keeping for the football field. But most critical to our children is the need for financial support to purchase uniforms and equipment, cover the expenses necessary to operate the program, and most importantly, to recognize the participation and achievement of each of our children at an "End of Season Banquet."

Please consider supporting our efforts through co-branding with BYSA as an advertising partner. There are several levels of partnership available to meet your needs. Through advertising, you can communicate your corporate good citizenship to the public. You will also be able to market your business to hundreds of people each week. And, you will have a significant impact on the youth of our community. What reward could be better than that?

To learn more about BYSA, please visit our website – www.BrentRaiders.org or call Tommy Carter at (850) 304-4059. We welcome the opportunity to meet with you or speak over the phone about the exciting work of BYSA and how your investment can help. A commitment form is attached for you to complete and return with your payment to Brent Youth Sports Association. Thank you very much for your consideration and support.

Sincerely,

Tommy Carter

Tommy Carter
President
Brent Youth Sports Association, Inc.

Attachments



ADVERTISING/SPONSORSHIP COMMITMENT FORM

Please reserve the following advertising/sponsorship space for:

COMPANY/NAME: _____ AUTHORIZED BY: _____

ADDRESS: _____

E-MAIL: _____ PHONE: _____

AUTHORIZED SIGNATURE: _____ DATE: _____

Advertising/Sponsorship choices

\$750 (First-Tier Sponsorship)

- Company logo displayed on the Home Page at www.BrentRaiders.org with a link to your Web site.
- Color logo on a recognition banners at all BYSA events, field and gymnasium with advertising announcements at games.
- Black and white logo on all BYSA brochures, flyers, and banquet program.
- Company's name on t-shirts worn by participants, parents and fans with your company being recognized as a first-tier sponsor.

\$500 (Second-Tier Sponsorship)

- Company logo displayed on the Sponsors Page (an internal page) at www.BrentRaiders.org with a link to your Web site.
- Black and white logo on a recognition banners at all BYSA events, field and gymnasium.
- Black and white logo on all BYSA brochures, flyers, and banquet program.
- Company's name on t-shirts worn by participants, parents and fans with your company being recognized as a second-tier sponsor.

\$250 (Third-Tier Sponsorship)

- Company's name displayed on the Sponsors Page (an internal page) at www.BrentRaiders.org.
- Company's name displayed on all BYSA brochures, flyers, and banquet program.
- Company's name on t-shirts worn by participants, parents and fans with your company being recognized as a third-tier sponsor.

Other Amount: _____ *(Listed as a member of the Honor Role of Sponsors, if desired).*

Note: All proceeds are kept locally to serve the children in our community.

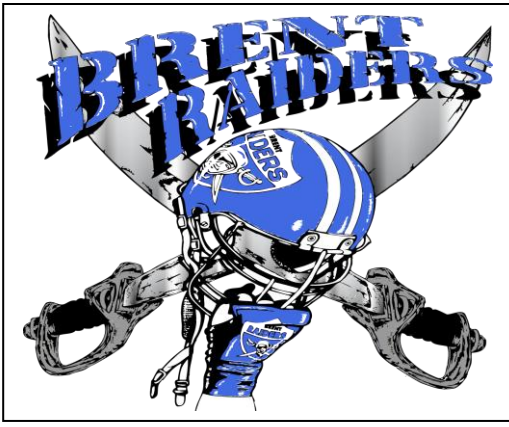
Special instructions: _____

Payment:

Payment enclosed (checks must be made payable to Brent Youth Sports Association, Inc.)

Mail to Brent Youth Sports Association, Inc., P.O. Box 6027, Pensacola, FL 32503

Recognition will be for a period of one year from the date payment is issued.

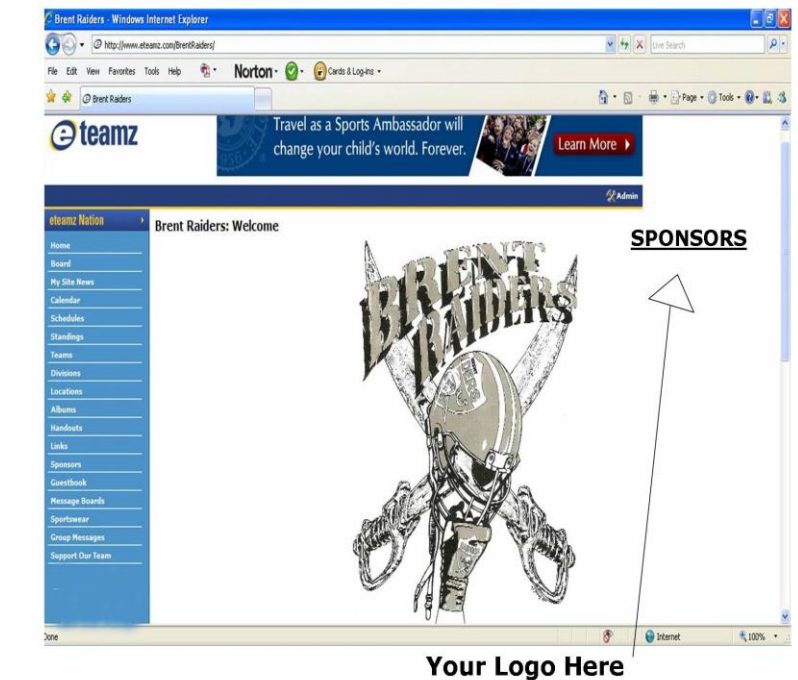


ADVERTISING/COMMUNICATIONS SPONSORSHIP

Your investment will be hard at work promoting your company!

A \$750 Investment Will Buy:

- Company logo displayed on the Home Page at www.BrentRaiders.org with a link to your Web site.
- Color logo on a recognition banners at all BYSA events, field and gymnasium with advertising announcements at games.
- Black and white logo on all BYSA brochures, flyers, and banquet program.
- Company's name on t-shirts worn by participants, parents and fans with your company being recognized as a first-tier sponsor.



A \$500 Investment Will Buy:

- Company logo displayed on the Sponsors Page (an internal page) at www.BrentRaiders.org with a link to your Web site.
- Black and white logo on a recognition banners at all BYSA events, field and gymnasium.
- Black and white logo on all BYSA brochures, flyers, and banquet program.
- Company's name on t-shirts worn by participants, parents and fans with your company being recognized as a second-tier sponsor.

A \$250 Investment Will Buy:

- Company's name displayed on the Sponsors Page (an internal page) at www.BrentRaiders.org.
- Company's name displayed on all BYSA brochures, flyers, and banquet program.
- Company's name on t-shirts worn by participants, parents and fans with your company being recognized as a third tier sponsor.

Questions:

Contact Tommy Carter
(850) 304-4059

E-mail: tommyc@paradigminvest.com
Or brentraidersonlive.com

Brent Youth Sports Association, Inc. will also gratefully accept a partnership of any other amount. Your company will be listed as an Honor Role of Sponsors, if desired.