

Date: September 11, 2007

To: Parents & Softball Players

**Subject: Valley Extreme Sponsor's Handout Forms**

It is time for the parents and players to visit your local businesses to try and obtain as much sponsorship funding as possible. Also, if your child exceeds their team fee by sponsor money and participation in fundraisers the excess will be used by the Valley Extreme to offset any additional cost of that player. Here are some ideas of businesses that you can approach:

- Grandparents
- Parents Business or Employers
- Dentist
- Pediatrician
- Orthodontics
- Hair Salon
- Parents Insurance Company
- Local Golf Courses
- Gas Stations
- Local Eating Establishments
- Fast food & pizza places
- Car Dealerships
- Real Estate Businesses

When approaching a sponsor candidate, ask to speak to the owner or acting manager, be polite and courteous. Try to wear one of your practice T-shirts, or sweat suite outfit for a returning player. It would probably be a good idea to have one of your parents by your side to provide security and comfort, as well as showing support for your child during the pursuing conversation. In talking to the sponsor candidate, explain who you are, mention a few items about the Valley Extreme, present the sponsor letter, indicate that their contribution would be tax deductible as an advertising expense and simply ask if they would be willing to contribute the Valley Extreme. Also, let them know that the Valley Extreme is a 501c3 tax exempt organization. If the answer is no, thank them for their time, and proceed to your next sponsor candidate. If the answer is yes, have them issue the check to the name and address listed on the sponsor letter (making sure your name is listed to receive the credit) make sure you thank them for their support prior to leaving. If they are indecisive, simple leave the sponsor letter with them and explain where to mail the check if they decide to contribute, again thank them for their time. Be patient in your quest for sponsors, you most likely will receive "no" as a response more than "yes".

Greg Bensing  
Manager