



January 16, 2012

Dear Sponsor:

The Valley East Soccer Club (VESC) has been providing recreational house league soccer in the Valley East community since 1977! Currently, the club provides house league soccer for youth aged 4 to 18 years, as well as a vibrant adult division.

As a non-profit organization comprised 100% of volunteers, the Valley East Soccer Club has very few avenues to raise the funds necessary to spread the enjoyment of soccer to all of the boys and girls who choose to participate in the sport. One of those ways is through team Sponsorship. The latter is the reason for our writing you today and asking for your support.

Without sponsorship, the reality is that registration fees are bound to rise. Quite frankly, that is not an appealing option. We would prefer to keep the cost reasonable and within the budgetary limits of all families willing to participate. Are you aware that more people play soccer in Canada than any other sport, including hockey? Our club alone boasts over 1,500 participants (soccer players) every summer!

The cost of sponsoring a house league team is surprisingly inexpensive. As a sponsor, your company name or logo is printed on the shirts of the team it is associated with, resulting in direct advertising for an entire summer. As well, all sponsors receive an appreciation plaque complete with team photo, in uniform, that can be proudly displayed in the sponsor's place of business. Customers who see the plaque will know that the company they are about to deal with cares about the community enough that it invests in the development of its youth.

At this budgetary time we would ask that you consider sponsoring one or more of our house league teams for the upcoming summer. Since the house league teams wear various coloured uniforms, you may be able to choose a colour that matches your corporate image. Ask your employees, it is quite possible that one or more of them have children or perhaps grandchildren that play soccer through the Valley East Soccer Club. We encourage you to get involved regardless. We can assure you that your sponsorship contribution will be used exclusively for the development of the youth in our community through soccer. None of the Board of Directors are paid at the club and in fact, our volunteers are proud of the fact that they are still required to pay their own child's registration fees! We hope that our dedication will lead to your assistance as well.

We enclose a sponsorship form and thank you in advance for your consideration. If you have any questions, kindly e-mail [info@valleyeastsoccer.com](mailto:info@valleyeastsoccer.com) or call us at 705-969-8497, leave us a message and we will get back to you as soon as possible.

Thank you.

Brian Coufal

Chair, VESC Sponsorship Committee