



NATION'S CAPITAL AREA ASSOCIATION

October 18, 2012

Dear Potential Sponsor:

The Nation's Capital Area United States Bowling Congress Association (NCAUSBCA) is a local bowling association chartered by the United States Bowling Congress (USBC) that provides programs and services to over 20,000 bowlers in Maryland, Virginia, and the District of Columbia.

As a USBC local association, we actively support USBC's national charities. In our first three years, we raised over \$37,000 to support the **Susan G. Komen Foundation**. We are writing today to enlist your support for our 4th Annual Bowl for the Cure[®] Day on Saturday, February 9, 2013.

Bowl for the Cure is a year-round fund-raising and awareness initiative organized by USBC in support of the Susan G. Komen Foundation. Bowlers around the United States organize tournaments, bowl-a-thons, raffles, auctions, and more each year to support Bowl for the Cure. To date, Bowl for the Cure has raised well over \$9 million!

Bowl for the Cure Day activities include bowling, raffles, silent auctions, and survivor celebrations, among other festivities. Our goal this year is to raise \$50,000. NCAUSBCA is currently seeking three levels of sponsorship for this event – Prime, Supporting, and Lane Sponsors.

Prime Sponsorship

NCAUSBCA seeks Prime Sponsors to support the 4th Annual Bowl for the Cure Day. Refer to the attached Sponsorship detail list for information regarding the recognition that will be provided to Prime Sponsors in return for their \$2,500 sponsorship.

Supporting Sponsorship

NCAUSBCA also seeks Supporting Sponsors for this event. Refer to the attached Sponsorship detail list for information regarding the recognition that will be provided to Supporting Sponsors in return for their \$1,000 sponsorship.

Lane Sponsors

Finally, NCAUSBCA seeks Lane Sponsors for all 40 lanes at our venue. Refer to the attached Sponsorship detail list for information regarding the recognition that will be provided to Lane Sponsors in return for their \$500 sponsorship.

NCAUSBCA also appreciates cash, merchandise, and gift certificate donations to support our fund-raising efforts. Cash donations are used to obtain prizes and awards for charitable event participants and to augment our final donation. The prizes and awards are combined with merchandise and gift certificates to encourage community members to participate in our fund-raising events.

Thank you very much for considering support of our event. Please feel free to contact me at 571/318-0731 or probowler8005@yahoo.com if you have any questions. I look forward to talking with you.

Sincerely,

Ronald Holton
Chairperson, NCAUSBCA Bowl for the Cure[®] Committee