



NATION'S CAPITAL AREA ASSOCIATION

September 27, 2011

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 nearly 25,000 bowlers in Maryland, Virginia, and the District of Columbia.

As a USBC local association, we actively support USBC's national charities. In our first two years, we raised \$21,000 to support the **Susan G. Komen Foundation**. We are writing today to enlist your support for our 3rd Annual Bowl for the Cure[®] Day on Saturday, February 18, 2012.

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 3rd 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 253/297-4503 or EQCClassic@juno.com if you have any questions. I look forward to talking with you.

Sincerely,

Karen Jost
Director, Nation's Capital Area USBC Association



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Prime Sponsorship \$2,500

As a Prime Sponsor for the 3rd Annual Bowl for the Cure[®] Day, the Company will receive name recognition in all program communications and entry forms.

In addition to program communications (press releases, announcements, entry forms, etc.), the Company will receive:

- Representative of Company will roll out the first bowling ball to open the events
- Company recognized on event banner displayed at Bowl America Shirley from Friday, February 17 through Sunday, February 20, 2012
- Full-page ad in February/March 2012 issue of *BOWL Magazine*, with a circulation of 2,500 hard copy in addition to online viewing
- Company recognized on the association Web site at www.ncausbca.org prior to the event
- Three team entries (15 people) to participate in Bowl for the Cure[®] Day festivities

Supporting Sponsorship \$1,000

Supporting Sponsors will receive:

- Full-page ad in February/March 2012 issue of *BOWL Magazine*, with a circulation of 2,500 hard copy in addition to online viewing
- Company recognized on the association Web site at www.ncausbca.org
- Two team entries (10 people) to participate in Bowl for the Cure[®] Day festivities
- Company name recognition during event announcements

Lane Sponsors \$500

Lane Sponsors will receive:

- Company recognized on the association Web site at www.ncausbca.org
- One team entry (5 people) to participate in Bowl for the Cure[®] Day festivities
- Company name recognition during event announcements