

Dear Ponderosa Lacrosse Parents:

As you know, our advertising campaign has just gotten underway for the 2011 season, and I just wanted to provide a little more explanation. Our lacrosse team is primarily funded by donations and campaigns like this one, and we are hopeful that this advertising campaign will be successful in order to provide our players with a great season. We really need for everyone to participate in our advertising campaign this year!

Our goal is to sell \$18,000 in ads this year which will be placed in our new lacrosse programs that will be sold at lacrosse games. Depending on the size of the donation/sponsorship, the ad could also be placed on a banner, posters, and our team web page. Please see the attached information regarding donation levels. Personal ads purchased at the family level may also be created by parents or other family members in order to wish your player good luck, simply to let them know that they inspire you, or to wish them good luck in college, etc.

If every parent participates and helps out by chipping in a sponsorship, a personal ad, or getting a friend who own a business to take out an advertisement, we feel that we can be very successful with this campaign. We would really appreciate your help in this endeavor.

In addition, please see the attached forms that explain our sponsorship levels and give you an idea of what the layout might look like. There is also a "print your own receipt" attachment. With the due date of February 15<sup>th</sup> fast approaching, you can give Tony Mango, our booster club treasurer, or Susan Bruner, our sponsorship committee leader, all the information and checks payable to Ponderosa Lacrosse on Saturday, January 29<sup>th</sup> at the pancake breakfast, or simply email the information to Susan Bruner at [susanmbruner@yahoo.com](mailto:susanmbruner@yahoo.com). All of the advertising will run from the end of March through May.

Remember that you can create your own ad by providing a business card, photo, pdf, or an advertisement or whatever else you want to create. All sponsorships, along with payment, are due by February 15 in order to get our programs printed in time for the first game.

If you have additional questions, please call Susan Bruner at 303-840-8517 or email her at [susanmbruner@yahoo.com](mailto:susanmbruner@yahoo.com).

Thanks in advance for your help!