



To our Community Businesses:

Subject: YOUR Support of our Kennesaw Mountain Track and Field Program

Dear Future Sponsor,

Kennesaw Mountain High School (KMHS) Track & Field Program and Booster Club will commence our 7th season this spring and your SUPPORT is requested. Our primary goal is to provide the financial funds needed to purchase equipment as well as to give our athletes an opportunity to participate in local and out-of-state competitions.

Since our Cobb County School District does not allocate money for high school athletics, it is imperative that we receive support from community businesses, our team parents, and fundraising efforts. Your HELP is crucial to the success of our student athletes and program.

This year, we are excited to unveil our new track and field facilities to the community. With this addition, we are now able to host home meets. Our new field is an added benefit since our Junior Varsity girl's team has won "All County" for the last two years and our Varsity girl's team placed 3rd in the region this past year. Plus, the boy's distance and relay team(s) are future powerhouses. Our Track and Field Program has had a great start and with competitions now being held at "The Mountain" this spring, we have exciting events planned for the upcoming season.

It is our duty and mission to establish long-term relationships with our business community interested in supporting KMHS Track and Field. In return for YOUR generous support, we will recognize YOUR place of business on our webpage, on fence sign(s) at home meets, on our team banner at away meets, and promotional materials distributed during hosted track events. Furthermore, as a newly established Track and Field Booster club, we are asking all of our supporters to join us in celebrating our inaugural season by attending our Ribbon Cutting Ceremony. We are still in the planning process, so details will follow soon.

Please find enclosed the necessary sponsorship packages along with a description of your benefits as a KMHS Track and Field Sponsor. Should you wish to create your own package or sponsor the purchase of a specific piece of equipment, please let us know. If you have any questions or concerns, please feel free to contact our sponsorship chair, Tina Hatchett via email at sponsorship@kmhstf.org. We thank you for your consideration and hope for a long mutual relationship.

Sincerely yours,

Kennesaw Mountain Track and Field Booster Club



2007 Sponsorship Packages

1. Silver Sponsorship (Donation: \$250 and up)

You receive the following benefits:

- A banner advertisement (1.5" x 3" vertical) with prime placement on our webpage for the entire season with a link to your business.
- Your fence sign displayed at all our home meets and other school events held at the track
- Your business name printed on our team banner to be displayed at all home and away meets
- Your business name printed on our practice uniforms
- Your logo recognizing support in all club related mail sent on the mailing list
- Your promotional material distributed during events organized by the club
- Public announcement of your corporate name at all organized events

2. Green Sponsorship (Donation: \$125)

You receive the following benefits:

- A medium banner advertisement (1.5"x 1.5") on our webpage for the entire season with a link to your business.
- Your business name printed on our practice uniforms
- Your business name printed on our team banner to be displayed at all home and away meets
- Your promotional material distributed during events organized by the club
- Public announcement of your corporate name at all organized events

3. Black Sponsorship (Donation: \$75)

You receive the following benefits:

- Recognition on our sponsor page on the website
- Your business name printed on our practice uniforms
- Your promotional material distributed during events organized by the club
- Public announcement of your corporate name during events organized by the club

4. Mustang Sponsorship (Donation: \$25)

You receive the following benefits:

- Recognition on our webpage for the entire season
- Your business name printed on our practice uniforms



Sponsorship Form

Company / Individual Name: _____

Nature of Business: _____

Address: _____

Main Contact: _____

Telephone: Office: _____ Home: _____

E-mail Address: _____

Website: _____

Specific Requirements: _____

Sponsorship Package (please check)

- Silver Sponsorship
- Green Sponsorship
- Black Sponsorship
- Mustang Sponsorship
- Other Sponsorship (Please contact the sponsorship chair for additional information)

Please make checks payable to “Kennesaw Mountain Track and Field Booster Club”. An invoice is available on request. For additional information, please contact Tina Hatchett (Sponsorship Chair) at sponsorship@kmhstf.org.