



May 27, 2009

Dear Friend,

The Fraser Soccer Club is a non-profit, volunteer-based, community organization that has provided a safe and fun activity to local children for more than 30 years. Currently, the club serves approximately 700 children ages 6 to 19 in Fraser and the surrounding communities at both the recreational and competitive levels.

The City of Fraser constructed a beautiful, full-sized soccer field at Steffens Park, located on 14 Mile Road near Garfield Road. Club teams have enjoyed using the facility since fall 2007. The city has graciously allowed the Club to use this field and the Club agreed to help with field maintenance costs.

As a friend of soccer, we hope you will help us in this endeavor by considering purchasing advertising on one of our billboard-style boards to be erected at the field. These wooden boards would be approximately 3.5 feet tall and 9 feet long and/or 4 feet by 8 feet to be visible from the opposite touchline. They would be triangular in shape with a wooden base staked into the ground with sponsors' banners on either side.

Each week during the fall and spring soccer seasons, hundreds of children and their family members and friends converge at Steffens Park. The younger children in the recreational league play during the week. On the weekends, the older kids in the travel program play. Their opponents come from all over the metro area, expanding your potential customer base. The spring season runs from mid-April to mid-June and the fall season runs during September and October. The boards would be stored during the off-season. Following is the cost breakdown. Fees are based on an ad on one side of the board only (see ad contract for more options).

- \$300 – spring or fall season only
- \$500 – both spring and fall season
- To keep costs consistent, each advertiser will design and purchase their own banner. Only family-friendly advertising will be accepted. Designs will be forwarded to the Publicity Coordinator, who will approve the design. The advertiser has the option of having the banner made themselves or asking the Club to have it made. The advertiser may keep the banner once the ad run is over.
- The sponsorship portion of the ad is tax deductible.

The City Council has approved these boards on a trial basis and no permits are necessary. Thank you for your interest in the Fraser Soccer Club. If you have questions or concerns, please don't hesitate to contact me, or any Board of Directors member, by going to our website at [www.frasersoccerclub.org](http://www.frasersoccerclub.org).

Sally Girard  
Publicity Coordinator, Fraser Soccer Club  
(586) 774-6683  
[supersal@wowway.com](mailto:supersal@wowway.com)



Fraser Soccer Club  
P.O. Box 26194  
Fraser, MI 48026  
"For the good of soccer."

## Sponsorship Contract for Advertising Boards at Steffens Field

Company name: \_\_\_\_\_

Contact name: \_\_\_\_\_

Address: \_\_\_\_\_

City, state, ZIP: \_\_\_\_\_

Phone number: \_\_\_\_\_ Fax number: \_\_\_\_\_

E-mail address: \_\_\_\_\_

**Please circle your choice of sponsorship level:**

One side, one season: \$300

Two sides, one season: \$500

One side, two seasons: \$500

Two sides, two seasons: \$800

Method of payment (checks should be made payable to Fraser Soccer Club):

- Check
- Cash

I understand that the Fraser Soccer Club and the City of Fraser must approve all advertising content and that the cost of the custom-made banner is in addition to the basic sponsorship contribution.

Signature: \_\_\_\_\_

Fraser Soccer Club representative signature: \_\_\_\_\_

**Thank you for your generous support of the Fraser Soccer Club. Tax ID number 382-463-680.**

For more information, contact:

Sally Girard

Publicity Coordinator, Fraser Soccer Club

(586) 774-6683

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