



November 2009

Dear Business Community Leader,

It's hard to believe winter is approaching again, and basketball season is just around the corner! Last year, a select group of local businesses chose the Winchester Youth Basketball program as worthy of its financial support.

Because of them, we continue to deliver great basketball experiences for Winchester kids in Grades 3-12. In 2009, we hosted our 17th Annual March Madness Basketball tournament for middle-school boys and girls from Winchester and surrounding Massachusetts communities. This is a great tradition that introduces others to not only our great town and spirit, but also our local businesses as well.

It is small contributions from organizations like yours that keep these important programs running and kids' dreams alive. Because of our sponsor contributions, this past year we were able to purchase two (2) new scoreboards for Winchester High School.

Our players are gearing up for a new basketball season, and we hope your business is already in gear as well. Last year, our supporter business ads were viewed by over (1000) families in Arlington, Bedford, Burlington, Concord-Carlisle, Georgetown, Medford, Lexington, Reading, Somerville, Stoneham, Tyngsboro, Wakefield, Watertown and Winchester. Because of that visible support for our program, our program members and their families consciously chose to frequent local businesses like yours.

Can we count on your support to join other in-town business colleagues, and purchase a business ad in our annual tournament event program ? For only \$50, you too can make a difference.

If so, please fill out the attached pledge form, or call us. In advance, the kids and Winchester Basketball Association (WBA) thank you immensely!

Sincerely,

Mark Romagna
Tournament Director, Winchester Basketball
(781)771-4968
mromagna@comcast.net



2010 TOURNAMENT AD DONATION PLEDGE FORM:

Instructions: Your donation to Winchester Basketball Association entitles your business to a business advertisement in the annual March Madness Tournament Event Program. In addition, a GOLD sponsorship adds your business name to our websites. Go to www.winchestermarchmadness.com to see last year's Gold-Level sponsors links.

Please return this form via U.S. Mail.

BUSINESS NAME: _____
CONTACT NAME: _____
PHONE NUMBER: _____
EMAIL ADDRESS: _____

(check all that apply)

- Keep up the great work! Sign me up for the NEW! Gold-Level sponsorship for \$125 which includes a full page tournament program ad for my business, and sponsorship visibility on both the March Madness Tournament website, and the main Winchester Basketball Association website. (BEST VALUE)
- Silver Level sponsorship for \$100 which includes a full page tournament program advertisement. (Ad size - 7.75" high x 4.625" wide).
- Bronze Level sponsorship for \$50 which includes a half page tournament program advertisement. (Ad size - 3.375" high x 4.625" wide).
- Bill Me Later
- Payment Enclosed
- We will submit ad artwork via email (Illustrator, EPS, Photoshop file formats preferred) to mromagna@comcast.net
- Please call us later for artwork pickup.

Return form (and payment if desired) to:

Winchester Basketball Association (WBA)
P.O. Box 804
Winchester, MA 01890

Attn: Tournament Director