



Fair Lawn All-Sports Association

P.O. Box 291
Fair Lawn, New Jersey 07410

January 6, 2008

To The Sponsors of Fair Lawn All-Sports Baseball and Softball:

We thank all of the sponsors of teams and banners for the Fair Lawn All-Sports baseball/softball program during 2007, listed on the back. Our 2007 sponsorship program was a great success for our organization and its participants, and we hope you are interested in sponsorship for 2008.

This letter and the two enclosed pages summarize our team and banner sponsorship program for 2008:

1. Our fee for first-time sponsors is \$250 for their first team and, if they are interested in sponsoring multiple teams, \$200 for each additional team. Returning sponsors receive a discount off the fee for first-time sponsors. Our team sponsorship fee for returning sponsors this year remains at \$200 per team.
2. The enclosed *Order Form* explains our banner sponsorship program, our pricing for new and renewed banners, and further discounts for sponsors interested in both teams *and* banners.
3. When you complete a *Team Sponsorship Agreement*, please indicate in the "Preferences" section at the bottom of the form any requests for that team to be affiliated with (i) any specific league among those listed on the back of that form, and/or (ii) any specific players and/or coaches. And, for sponsors of our T-ball, Junior Farm, and Senior Farm baseball programs, please also indicate in that section any preferences for a major league team name to be associated with yours (e.g., the Arrowwood Indians, the Commerce Bank Reds, etc.). Second and third choices, if any, would be helpful. We will accommodate these requests and any for specific team colors where possible, but please understand that some of our sponsors have been associated with particular teams or age groups for many years.

We hope that sponsorship of youth baseball/softball in Fair Lawn is appealing to you and, if so, please circle and fill in the appropriate entries on our *Order Form*, complete one *Team Sponsorship Agreement* for each team you would like to sponsor, and **return them to us by Friday, February 22nd** with your donation, which should correspond to the items you circle on the *Order Form*. Keep copies for your records.

Thank you again for your support. Please let me know if you have any questions, or write to flallsports@optonline.net.

Sincerely,

Neil Dello Stritto, Sponsor Coordinator
Fair Lawn All-Sports Association

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