



CITY OF GREENVILLE

Recreation Department

900 E. KENT ROAD
GREENVILLE, MICHIGAN 48838
(616) 754-8887
E-MAIL: grec@greenvillemi.org
WEB: www.ci.greenville.mi.us

March 17, 2009

Dear Manager,

The Greenville Recreation Department is a non-profit department within The City of Greenville. Our mission is to provide a balance of recreation activities for persons of all age and ability, to meet the diverse interests of all community members in the Greater Greenville Area while emphasizing physical and mental health, inclusion, self improvement, teamwork and fun. The recreation department provides vital services that ensure quality of life to a service area of approximately 75,000 people. Softball leagues and tournaments are our largest, most sought after activity within our diverse program offerings.

The recreation department has created an effective advertising method that will make the most of the captive audience at the softball fields each week; I am confident this is an advertising method your business can benefit from. We are offering businesses the opportunity to purchase a large sign to be displayed on the softball field fences at Alan G. Davis Park. This is a great opportunity to obtain prime advertising space at minimal cost.

Due to the overwhelming popularity of our adult softball programs last year, we are adding a Co-Ed Softball Tournament to the calendar of events at Alan G. Davis Park this summer. We estimate more than 5,400 players, spectators and staff will attend the games throughout the spring, summer and fall seasons.

Alan G. Davis Park is host to the following programs:

<i>Activities/Events:</i>	<i>Participants/Spectators:</i>
Summer Adult Softball League	1300
Slow Pitch Tournament	300
Co-Ed Softball Tournament	300
Danish Festival Softball Tournament	3000
Fall Adult Softball League	750
Little Hitters (T-Ball)	<u>100</u>
<i>Total Participants/Spectators</i>	<i>5,400</i>

The Alan G. Davis softball facilities are significant to the livelihood of the Greenville Recreation Department entertaining thousands of softball fanatics annually. Furthermore, Alan G. Davis Park has become a very popular trailhead for the Fred Meijer Flat River Trail and the Edwards Creek Mountain Bike Trail. Your sign would be visible to hundreds of walking, running and cycling enthusiasts as well the softball players and spectators.

The Sponsorship/Advertising Package Benefits:

A 2x3 sign with your business name and logo will be placed on an Alan G. Davis Softball field fence beginning April 24, 2009 thru October 31, 2009.

Spring/Summer/Fall 2009 Greenville Recreation Department Official Sponsor; Your business name will appear on various printed materials and our web site as an official Softball Sponsor.

The sign will receive additional visibility throughout the Danish Festival Softball Tournament.

The sign will receive additional visibility to users of the Fred Meijer Flat River Trail and Edwards Creek Mountain Bike Trail throughout the Spring and Summer.

Future advertising opportunities at a discounted rate.

The Sponsorship/Advertising Cost:

2 x 3 Sign with name and logo One-color screen-print \$260 First Sponsorship ONLY

One-color screen print \$160 Consecutive sponsorships

2 x 3 Sign with name and logo Two-color screen-print \$310 First Sponsorship ONLY

Two-color screen print \$160 Consecutive sponsorships

* The first sponsorship package includes the cost to print the sign with your business name and logo of your choice.

I am excited about this advertising opportunity, and assure you the visibility of the signs will exceed your expectations and will be highly effective for your business. I have enclosed pictures of signs from businesses that capitalized on the advertising opportunity in previous years. As you will see, the signs are professionally designed and reflect a positive image for the businesses. Please return the enclosed advertising/sponsorship confirmation with a copy of your business logo so we can begin preparing your sign. Please do not hesitate to contact me if you have questions regarding this matter.

I greatly appreciate your support of the Greenville Recreation Department and programs and look forward to creating an advertising partnership with you. Thank you.

Sincerely,

Kristina L. Berry
Director of Recreation, City of Greenville

Greenville Recreation Department 2009 Advertising Sponsor Alan G. Davis Park

Sign up for: **2 x 3 SIGN WITH NAME AND LOGO**

Price

- | | |
|--|----------|
| <input type="checkbox"/> One-color screen print - First Sponsorship ONLY | \$260.00 |
| <input type="checkbox"/> One-color screen print - Consecutive sponsorships | \$160.00 |
| <input type="checkbox"/> Two-color screen print - First Sponsorship ONLY | \$310.00 |
| <input type="checkbox"/> Two-color screen print - Consecutive sponsorships | \$160.00 |

TOTAL: _____

Business Name _____

Contact Name _____

Address _____

Email Address _____

Phone _____

PLEASE RETURN TO:

Method of Payment

- Check
 Bill Me
 Visa
 MasterCard

GREENVILLE RECREATION DEPARTMENT
900 E. KENT RD.
GREENVILLE, MI 48838
Fax: 616.754.5885

Credit Card # _____

Exp. Date _____

Signature _____