



To whom it may concern,

I am writing on behalf of the Tri-City Kings Youth Football & Cheerleading program to request support for our upcoming season--our student-athletes need your help! Tri-City Kings Youth Football & Cheerleading is a non-profit, community based program run by a board of volunteers that works to provide a safe and constructive environment for our East Bay youth. We take pride in developing young men and women into healthy and responsible adults through a focus on discipline, accountability, and pride. Our organization believes that instilling a strong work ethic into the youth of our community will ultimately lead to their success on the playing field and in life.

Running a program of this magnitude necessitates community involvement to ensure its ultimate success. The costs involved with field rental and facility maintenance at our home fields--Newark Jr. High School in Newark and Chabot College in Hayward--drain the majority of our funding. In addition, the cost of providing top-notch equipment and gear for our student-athletes to ensure the safety and proper instruction of each participant proves a challenge as well. It is only through the support of businesses like yours that we can continue to provide high quality facilities and athletic experiences to our student-athletes.

The achievement of academic excellence is also a major focus of our program. Your donation will help motivate and recognize student-athletes who show exceptional effort and progress in the classroom and on the field. Student-athletes will have the opportunity to earn bi-weekly prizes for top academic performance, greatest academic improvement, and citizenship.

To help defray the costs of facilitating the program and supporting these experiences for our local youth, we request your assistance in the form of a **tax-deductible** monetary donation. **Your donation can be completed by following the steps below:**

1. Select a sponsorship level
 - **\$250**--Thank you letter from a program participant
 - **\$500**--Company name and phone number listed on our website sponsor page. Banner at all home games.
 - **\$750**--Company name and phone number listed on our website sponsor page. Banner at all home games.
 - **\$1000**--Company logo, phone number, website address and contact name listed prominently on our website sponsor page. Banner at all home games and social media shout out to our followers.
 - **Other**--Company name and phone number listed on our website sponsor page.
2. Donate directly using your credit card at www.tricitykings.com or mail your check, payable to Tri-City Kings Youth Football & Cheer, to the address listed in the signature below.
3. Email your logo and/or image to coachmckeiver@tricitykings.com for placement on our site.

With your support, we will continue to keep our kids well-equipped and motivated through their enjoyment of the football & cheer experience!

Sincerely,
Tri-City Kings Youth Football & Cheerleading
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