



February 21, 2009

Dear _____,

For the past 9 years, our annual King of the Grass (KOG) Volleyball tournament has quickly grown from a series of friendly get-togethers, to a regional event that attracts some of the East Coast's top volleyball players. Our events are projected to bring over 500 players to the area throughout the 2009 Season, from as far south as Florida, as far north as New York, as far east as Sweden, and as far west as California.

We have recently formed an exciting partnership with two other first rate volleyball organizations to form what is projected to become one of the largest volleyball tours on the East Coast. This combined effort has been named "The Volleybrawl Tournament Series" and will be a combination of KOG Volleyball, The Norristown Crush, and The Susquehanna Smash. Combined attendance of these three events will produce as many as 2,000 players and spectators. The Volleybrawl Tournament Series is already getting consideration as one of the best volleyball tournament in the Mid-Atlantic region. The series is projected to grow dramatically year over year; therefore, the relationship we build with your business now will continue to pay its dues through future events.

Over the years we have built relationships with some very generous sponsors such as THUD, TJMaxx, WXCY, Bud Light, and Schwann's Food, as well as multiple golf courses, catering companies, restaurants, recreational facilities and hotel groups. This year, we are excited to announce several new sponsors:

- **The Green Turtle** will be the official sponsor of our Player's Parties. In return, KOG will bring hundreds of players, spectators, and other sponsors to their establishment.
- **Spalding** has generously sponsored the three organizations that make up the Volleybrawl Tournament Series. Spalding's all-weather outdoor King of the Beach ball will be our official ball in 2009.
- **Plastic Clothing** will be our official clothing line. Plastic is based in California and KOG is the official mid-Atlantic Authorized Distribution Center. The clothing line can be classified as athletic beach wear.

VOLLEYBALL KEY PLAYER & FAN DEMOGRAPHICS:

- 71% of Fans 18-34 Years Old (median age 28)
- 51% Male / 49% Female
- 84% attended or attend college
- 70% make more than \$50,000 per year

We are offering you an opportunity to put your business in touch with your community with a variety of sponsorships at an affordable price. Our goal has never been to make money off of sponsorships, but your sponsorship money goes directly into making the tournament grow through higher prizes and better marketing.

VOLLEYBALL TOURNAMENT DATES:

- May 16, Saturday - Doubles
- May 17, Sunday - Reverse Coed Doubles
- June 13, Saturday - Doubles
- June 14, Sunday - Reverse Coed Reverse Doubles
- July 11, Saturday - 9th Annual King & Queen of the Grass
- July 12, Sunday - Reverse Coed Doubles

Thank You,

Frank Memmo, Tim Hess, Matt Hankey & Adam Patisall (KOG Volleyball)



SPONSORSHIP OPPORITUNITIES

MEDIA PACKAGE

\$50

Our Media Package is a quick, affordable way for your company to get noticed by thousands of people at an extremely affordable rate. We will put your company's logo on our website and link it to yours from our home page and our sponsors' page. Your logo will also be on our newsletter for the 2009 season that circulates to 1700+ people before each tournament and approximately once per month at the end of the season. At the tournaments, our Registration Center's, Player's Information Center will have an area where we post information for our Sponsors, including your promotional materials.

- Website
- Emails
- Tournament Player's Information Center

BALL STOPS

(Price Varies)

Ball stops are approximately 2' x 4' and will be placed around the perimeter of our playing area at all tournaments. These ball stops are a great way for your business to attain household name recognition with both participants as well as fans.

- 1 ball stop \$100
- 4 ball stops \$300
- 8 ball stops \$500

VENDING AREA

(Price Varies)

Come out to one or all of our events and display your company's promotional materials. You will have every opportunity to interact with the players, spectators and other sponsors.

- 1 Event* \$100
- All 3 Events* \$250

** Each event is a 2 day Tournament*

NET NAMING RIGHTS

(Price Varies)

Hang your company flag and take naming rights of the nets for play. This is a great way to become a "household name" at all of the KOG tournaments.

- 1 Event* \$100
- All 3 Events* \$250

** Each event is a 2 day Tournament, prices per net*

FRIENDS & FAMILY - GIFT CERTIFICATES & MERCHANDISE

(Price Varies)

As always, we are more than willing to hand out any gift certificates or merchandise your company has to offer as prizes for the tournament. We are willing to work with your company to give you a fair value of exposure for your donation.



PACKAGES- GET MORE FOR LESS!

The Rookie Package \$125

Get your feet wet and see how we can benefit your business at a minimal expense.

- Media Package
- 1 Ball Stop

The Beginner's Package \$250

Jump right in and see how KOG helps your business grow.

- Media Package
- 2 Ball Stops
- Vending Area for 1 Event of your choice

The Moving Up The Ranks Package \$400

More onsite exposure for less than 2x as much.

- Media Package
- 4 Ball Stops
- Vending Area for 1 Event of your choice

The Going The Extra Mile Package \$500

This is the same as the Moving Up The Ranks Package with access to one more of our events.

- Media Package
- Net Naming Rights (1 net, 1 tournament)
- 4 Ball Stops
- Vending Area for 2 Events of your choice

The Strong Game Plan Package \$750

Impress the crowds with significant signage and onsite access at all of our events.

- Media Package
- Net Naming Rights (1net, 3 Tournaments)
- 8 Ball Stops
- Vending Area for all 3 Events

The Complete Game Plan Package \$1,500

The ultimate package; you get exclusive naming rights to all our tournaments for the year, as well exclusive exposure on the year's t-shirts.

- Media Package
- Center Court Naming Rights (The best matches and highest seeded playoff games)
- 8 Ball Stops
- Vending Area for all 3 Events
- Exclusive naming rights, i.e., "(Your Company's Name) presents the 2009 KOG Volleyball Tournament Series"
- The only logo other than our own on the year's t-shirts. We give away dozens of t-shirts as prizes and sell dozens more to fans and players.