



Firefighters Fishing For Kids  
1918 Winchester Dr  
East Lansing, MI 48823

February 3, 2012

Dear Business Owner,

It is once again time for the 10<sup>th</sup> annual Firefighters Fishing for Kids fishing tournament. This year's tournament is June 4th, 2012 at Gun Lake in the Yankee Springs Recreation Area. As our committee begins organizing, one of our first steps is to solicit sponsors. We want to include your business as a sponsor and hope you will consider giving your support. With the help of our sponsors, we hope to continue our mission to support charity programs for children.

Firefighters Fishing for Kids began in 2003 as a way for local Firefighters to support children's charities in Mid-Michigan. Over the past 9 years, Firefighters Fishing for Kids has raised over \$17,000 for programs such as Ele's Place, the Ronald McDonald House of Mid-Michigan, and the Great Lakes Burn Camp. While our tournament participants are charged an entry fee, a majority of that is used for the expenses of the event. It is our sponsors that make this a successful fundraising effort

We are proud to announce that our chosen charity for 2012 will again be the Great Lakes Burn Camp. The Great Lakes Burn Camp is a summer camp for burn injured children located near Kalamazoo. The Great Lakes Burn Camp is a 501c3 non-profit organization, and any donations are tax deductible. We have developed the following tiered sponsorship:

**Bronze Sponsorship (\$50):**

- Recognized on a flyer that is placed in all participating packets.
- Welcome to provide advertising leaflets to be placed in the packets.

**Silver Sponsorship (\$100):**

- Bronze Sponsorship benefits
- Small logo and/or name on the back of our event T-shirts
- Web hyperlink placed on our website for one year

**Gold Sponsorship (\$250):**

- Bronze Sponsorship benefits
- Silver Sponsorship benefits
- Large logo and/or name on back of event T-shirts
- Business logo placed on our website for one year

**Platinum sponsorship (\$500):**

- Bronze Sponsorship benefits
- Silver Sponsorship benefits
- Gold Sponsorship benefits
- Logo and name displayed on sponsorship banner displayed at the event
- Top billing on all T-shirts, website, and all other media work

Sponsorship of Firefighters Fishing for Kids is a win-win scenario. Your business benefits with advertising and helping a great cause, but, more importantly, the children benefit. We again welcome you to serve as a proud sponsor of the 2012 Firefighters Fishing for Kids. Please do not hesitate to contact us via our website, <http://www.firefightersfishingforkids.com>, if you have any questions.

Sincerely,

The Firefighters Fishing for Kids committee.