

LYONS TOWNSHIP

SOCCER CLUB

EST. 1986



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March 2012

Dear Local Business Owner or Manager,

The Lyons Township Soccer Club would like to introduce ourselves to your business. LTSC is an Illinois not-for-profit corporation with federal 501(c)(3) tax-exempt status. We are very active in the local community and we attract thousands of players from La Grange, La Grange Park, Western Springs, Brookfield, Riverside, Indian Head Park, Countryside, Burr Ridge, Willow Springs, Hinsdale, Clarendon Hills, Elmhurst, Evergreen Park, Chicago and other nearby communities.

LTSC is seeking sponsorship for our 2012-13 tryouts, scheduled for mid-May to early June. In addition, we are hoping to build partnerships with sponsors who share our mission and excitement about the ability to have an impact on several thousand children and adults.

The club provides several levels of programming to more than 1,000 players each year: Our Academy is recreational and caters to children ages 4 to 10 who are new to soccer. The Academy Elite program serves children ages 6 to 13 who require greater challenge but are not quite prepared for competitive soccer. The third level, our competitive program, has three tiers (Travel, Premier and Select) and is tailored to 6- to 13-year-olds who are dedicated to soccer and seek greater competition. The fourth level, our new High School program, will serve approximately 130 high school-aged players who wish to receive further development in the LTSC program. In the 2012-13 season, LTSC will have 40-plus teams playing competitive soccer. These teams will play in leagues and tournaments in northern Illinois, also traveling to tournaments in Wisconsin, Kansas, Iowa, Tennessee and beyond.

LTSC strives to keep player fees as low as possible, which we achieve by promoting sponsors in our publications and other print and digital media. We produce and maintain a number of items seen by thousands in Chicago's western suburbs, primarily through our website (viewed 2,000 times per week), Facebook, Twitter and online local newspaper websites. We also distribute tryout flyers at local schools and businesses; tryout posters (posted in stores, restaurants, etc.); parent handbooks (given to all players who try out for the travel program); and signs and banners at our tryouts, training, recreational and soccer camps.

More than offering you just name exposure, we would like to get involved with what matters to your business and work together for the benefit of your company and our community. For example, a team of LTSC players in uniform could volunteer at your next community event or charitable endeavor. With the various opportunities to sponsor LTSC, the possibilities for promoting your business within our club are many. If you are interested in learning more about sponsorship, we aim to work within your marketing budget.

Enclosed with this letter is a packet that details various levels of sponsorship we are offering for tryouts, including some that extend to other LTSC events throughout the year. We are receptive to any ideas you may have for long-term collaboration. If you are interested in becoming a sponsor of LTSC or in talking with us further, please email us at gmcCrindle@ltsc.us. Thank you, and we hope your business and LTSC can form a mutually beneficial working partnership.

Regards,

Gavin McCrindle
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