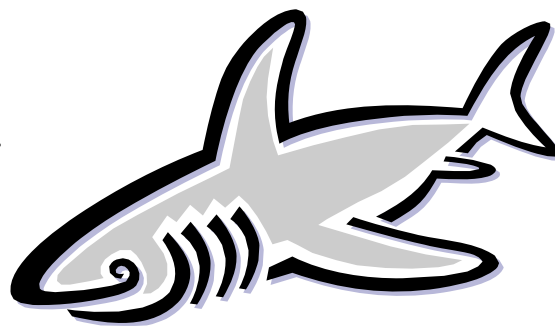


Russett SHARKS Swim Team

~ *Fear the Fins!*



May 1, 2008

Dear Business Owner;

I am contacting you to request your support of the Russett SHARKS Swim Team.

Over 80 children between the ages of 4 and 18 participate in this community-affiliated team activity each year. They practice throughout the year and compete in a series of swim meets in the Prince-Mont Swim League every summer. Our children are not only learning competitive swim strokes and developing self-confidence, they are also learning to work as a team and practice good sportsmanship. Their dedication and enthusiasm helped them swim their way to the league's division title in 2006 and 2007, and has earned them a spot in an even more competitive division this year. They're excited to prove they have what it takes again this summer!

To help defray expenses for our swimmers, we are seeking Business Sponsors for the 2008 season. Your donation will enable the team to sponsor registration fees for those children most in need, offer team swim suits to every swimmer at a reduced price, and provide much needed practice equipment to help our team training.

Our new Sponsor fee is only \$200 and will provide your business with the following benefits:

- A custom-made color sign with your business name and logo prominently displayed at every home swim meet, which draw anywhere from 150-250 adult spectators from the Russett community and Washington metropolitan area.
- Broadcast announcements thanking our sponsors during every home meet.
- Published acknowledgement on our team bulletin board at the pool, on our web page at <http://www.russett.org>, in the *Russett Reed*, our quarterly community newsletter which reaches approximately 3,000 homes; and in a letter to the editors of local papers like the *Laurel Leader* and *West County News* at the end of the swim season.

I think you'll agree that this is a very cost-effective way to gain extensive community exposure for your business. As the parent of two growing children who so enjoy and benefit from their SHARK experience; I can assure you that your donation will also support a great cause.

To initiate your sponsorship, please complete the enclosed Sponsor Form and mail it with your check **by June 10th** so we can ensure your sign is ready for our first meet on June 21st. Please feel free to contact me with any questions at 301-717-3282 or julialynch@comcast.net.

Thank you for your consideration.

Julia Lynch
SHARKS Community Liaison

2008 Russett SHARKS Sponsorship Form

YES! We are pleased to be a SHARKS Business Sponsor for the 2008 Season.

Business Name: _____

Business Address: _____

Business Phone: _____

Web Site: _____

Primary Contact: _____

Primary Contact Phone: _____

Primary Contact Email Address: _____

Would you prefer receipt of your sponsorship be acknowledged by (check one):

_____ Telephone OR _____ E-mail Confirmation

Please note....

- ~ We'd like to include your logo on your sign, so please include email it to the email address below, or include a business card or your letterhead with this form.
- ~ A letter of record acknowledging your sponsorship will be sent to all Business Sponsors at the conclusion of the 2008 swim season in August.

Please enclose your check in the amount of \$200 payable to 'Russett SHARKS' and return it with this form **by June 10th** to:

Russett SHARKS Swim Team
c/o Russett Community Association
3500 Russett Common
Laurel, MD 20724
ATTN: Julia Lynch

Questions? Feel free to contact me at 301-717-3282 or julialynch@comcast.net

THANK YOU FOR YOUR SUPPORT!