



January 23, 2008

To Whom It May Concern:

Varsity soccer teams from every corner of Alabama, and beyond, will travel to Birmingham for the 16th Annual Lakeshore Shootout Soccer Tournament February 15-16 and 22-23. Since its inception in 1992, this local tournament has grown into the largest high school varsity soccer tournament in the Southeastern United States. This year, both boys and girls varsity, will compete in two divisions, A and B, based on overall team skill. The Lakeshore Shootout exists to promote and build healthy competition among high school varsity soccer teams while providing the highest level of competition in the Southeast to prepare them for the upcoming soccer season.

On behalf of the Lakeshore Shootout, we invite your company to be a corporate or business sponsor. Your company's sponsorship will provide monetary support for high school soccer teams by offsetting some costs associated with travel, uniforms, training gear and equipment. In addition, these contributions will assist teenagers of low-income families in the area to participate in high school soccer by covering player fees.

Your company will receive promotional benefits through the Lakeshore Shootout based on your sponsorship level. These benefits focus on fulfilling your marketing needs and building brand awareness with this public.

The Lakeshore Shootout estimates more that 5,500 spectators will attend this two-weekend event. This number surpasses prior years by approximately 1,000 individuals. In addition, field signs associated with various sponsorship levels will remain in place at each host school for one year. In this case, it can be predicted that approximately 10,000 individuals will see your field sign over the next year.

Particular media outlets will be associated with the 2008 Lakeshore Shootout. These outlets will also be utilized to recognize corporate and business sponsors.

The 2008 Lakeshore Shootout appreciates your time and sponsorship consideration. We feel your company will be an excellent partner in helping build successful high school athletic programs and will benefit from your association with this tournament. For more information on the Lakeshore Shootout, visit www.LakeshoreShootout.com. For questions concerning sponsorship opportunities please do not hesitate to contact me at (205) 907-2513. Thank you again for your consideration.

Sincerely,

Ashley Hall
Promotions Director



Lakeshore Shootout 2008 SPONSORSHIP FORM

Type of Sponsorship (choose one): Cash In-Kind

Corporate (Minimum \$5,000)

Business (Minimum \$3,000)

Tournament (Minimum \$1,000)

Local (Minimum \$500)

Patron (Minimum \$200)

Individual (Minimum \$100)

Other (be specific): _____

Contact Name: _____ Position: _____

Company/Organization: _____

Contact Phone Number: _____ Fax: _____

E-mail Address: _____

Company Web site: _____

Company Artwork or Logo Provided: Email (500x500, 72dpi) Available on web

Company Mailing Address: _____

Payment Options: Check received today (make checks payable to **Spain Park H.S.**)

Check will be mailed within 30 days

Mail to: Spain Park H.S.
c/o Joe Carter
4700 Jaguar Drive
Hoover, AL 35242

Receipt Received

N/A

Responsible Party Signature: _____ Date: _____

Lakeshore Shootout Representative: _____ Date: _____

Notes:



Lakeshore Shootout 2008 SPONSORSHIP OPPORTUNITIES

Corporate Sponsorship (Minimum \$5,000)

- Twenty (20) tournament passes (including Hospitality Room)
- Company ad in tournament program – inside cover, full page, color
- One signboard (8'x4') at all three (3) host schools for one (1) year
- Company logo/name on tournament T-shirts
- Public address announcements during tournament
- Tournament corporate plaque
- Listed as "Corporate Sponsor" on Lakeshore Shootout Web site

Business Sponsorship (Minimum \$3,000)

- Ten (10) tournament passes (including Hospitality Room)
- Company ad in tournament program - 1/2 page, black & white
- One signboard (8'x4') at one (1) host school for one (1) year
- Company logo/name on tournament T-shirts
- Public address announcements during tournament
- Tournament corporate plaque
- Listed as "Business Sponsor" on Lakeshore Shootout Web site

Tournament Sponsorship (Minimum \$1,000)

- Six (6) tournament passes (including Hospitality Room)
- Company name in tournament program - 1/4 page, black & white
- Public address announcements during tournament
- Sponsor's logo/name on tournament T-shirts
- Appreciation plaque
- Listed as "Tournament Sponsor" on Lakeshore Shootout Web site

Local Sponsorship (Minimum \$500)

- Four (4) tournament passes (including Hospitality Room)



Lakeshore Shootout 2008 FACT SHEET

Who: Joe Carter, head soccer coach at Spain Park High School, founded The Lakeshore Shootout in 1992. Celebrating its 16th year, the tournament will reach maximum capacity for varsity teams state-wide.

What: The Lakeshore Shootout will consist of varsity high school boys and girls soccer teams competing in two divisions, A and B, pre-determined by overall team skill.

Where: Several local soccer fields will serve as venues for the two-weekend tournament. These sites include fields at Spain Park High School, John Carroll High School, and Sports First on Highway 280.

When:

February 15-16, 2008 (Boys teams play)

February 22-23, 2008 (Girls teams play)

Games begin both weekends on Fridays at 4 p.m. and Saturdays at 8:30 a.m. For a complete tournament schedule, visit www.LakeshoreShootout.com.

Why: The Lakeshore Shootout exists to promote and build healthy competition among high school varsity soccer teams.

Benefits: Provides high school soccer teams the highest level of competition in the Southeast to prepare them for the upcoming soccer season.

Background: The Lakeshore Shootout was founded in 1992 by Joe Carter. Twelve teams competed in the first tournament. The tournament increased steadily over the next ten years in team participation and spectator attendance, eventually leading to the formation of divisions, A and B, in 2002. These divisions serve to pair teams in tournament games based on their overall team skill. In 2005, The Lakeshore Shootout filled the boys A and B divisions with 16 teams each, reaching its maximum capacity. In 2006, The Lakeshore Shootout reported the registration of 16 girls teams in both A and B divisions as well. This increased registration filled the tournament to capacity for both boys and girls teams, making The Lakeshore Shootout the largest high school varsity soccer tournament in the Southeast.

Information Contact:

Ashley Hall · (205) 907-2513 · lakeshoreshootout@yahoo.com

- Company logo/name in tournament program as local sponsorship
- Public address announcements during tournament
- Listed as “Local Sponsor” on Lakeshore Shootout Web site

Small Business Patron Sponsorship
(Minimum \$200)

- Two (2) tournament passes
- Company name listed in tournament program for Small Business Patrons
- Listed as “Small Business Patron” on Lakeshore Shootout Web site

Individual Patron Sponsorship
(Minimum \$100)

- Two (2) tournament passes
- Name listed as “Patron” in tournament program for Individual Patrons