



March 1st 2008

Re: 2008 Toluca Baseball - Team Sponsorship

Dear Potential Sponsor,

As your Team Parent may have mentioned in discussing the possibility of becoming a sponsor, Toluca Baseball is the oldest youth baseball league in the San Fernando Valley. Having served well over 20,000 boys and girls, we have made a major impact on the lives of little sluggers living in and around the parks where we play. Our league's largest annual fundraising effort is the sponsorship of our 40 teams. We annually reach out to businesses and individuals to sponsor a team for our spring season which runs from March 1st through July 15th. The cost is \$300.00.

In addition to this standard Sponsorship we are pleased to offer the following Premium Sponsorships that create a great “win-win” for both Toluca Baseball and your business:

www.TolucaBaseball.com Website Sponsor.

Your company's name and logo would be prominently positioned on our homepage for all coaches, players, parents to see every time our website is accessed.

Suggested Sponsorship Donation: \$2,500

League Schedule Online Standings Sponsor. Your company's name and logo would appear prominently on our online line standings board accessed by all coaches and players.

Suggested Sponsorship Donation: \$1,500

Snack Stand Sponsor Fields #1. You company's name and logo would be placed prominently on our League Snack Stand for all fans and players to see every game.

Suggested Sponsorship Donation: \$1,500

Snack Stand Sponsor Fields #2. You company's name and logo would be placed prominently on our League Snack Stand for all fans and players to see every game.

Suggested Sponsorship Donation: \$1,500

The above premium sponsorships are available on a “first come, first serve basis” so if you have further interest please contact either Dan Markel @ 818-822-9726 daniel.markel@thedtgroup.com, or Zareh Kouyoumdjian @818-515-2255, drk@drkdental.com.

Your donation will contribute to our ability to partially and fully scholarship the 100 children who annually request financial assistance to play in our league. Toluca Baseball is committed to providing the children who live in the communities in and around the parks where we play baseball with the finest opportunity to learn the game of baseball, the importance of sportsmanship and teamwork, and the chance to spend their childhood playing with other children from their neighborhoods in a safe environment. Our commitment to this goal continues to grow as Toluca Baseball now offers a fall baseball program in the Weddington Parks with 300 of our kids playing this past fall.

We hope you will agree to purchase a team sponsorship with Toluca Baseball this year. Our fundraising efforts are critical to the financial health of the organization and our ability to offer our program to all children regardless of their financial ability to pay our registration fees. Your contribution will entitle your firm to the sponsorship of one of our 40 teams. You or your company will be highlighted in our weekly newsletters, mentioned on our league webpage www.tolucabaseball.com; in our annual yearbook and a beautiful plaque photograph of the team you sponsored.

We or your team mom will be phoning you directly to follow up; however, you may send your check for \$300 payable to Toluca Baseball, directly to:

Teshe McGordon
C/o The DT Group
5355 Cartwright Ave
Suite 317
North Hollywood, CA. 91601

Please make note that our Federal Tax ID number is #95-3080935 and nonprofit corporation tax code is #C501 (C3). Thanks again for participating in the success of Toluca Baseball.

Sincerely,

Dan Markel
Toluca Baseball Board Members and Sponsorship Committee

Zareh Kouyoumdjian

Joey Berlin