



September 12, 2023

Hello,

I am reaching out to you today on behalf of the Belleville Spirits Girls Basketball program. Basketball provides an opportunity for our children and youth to learn teamwork and leadership skills, to be physically active and engaged, and to develop friendships, confidence, and resilience. Research is clear that team sports provide numerous and immeasurable benefits, particularly for girls.

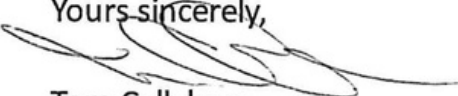
Our club is seeking sponsors for the 2023-24 season. Sponsors are key members of our community and help to ensure that basketball remains accessible for local families. With rising costs across almost every line item and many families having to make difficult financial decisions, sponsorship decreases the individual cost of participation and showcases your organization's investment in the Quinte area.

The Spirits Girls Basketball program has a long history in our community, with proud and distinguished alumni, involved parents/caregivers, and outstanding results. This season, we expect to field teams in the U10, U12, U14, U16 and U19 age groups in the Ontario Basketball League and the Ontario Cup. Competing in this league (and in basketball) comes with a number of expenses including registration, tournament fees, gym rentals, and uniforms. Families cover all travel costs and some equipment costs.

We are tremendously proud of our Spirits – alumni, current, and future. We are also proud to offer a local, quality, high level basketball program, with local athletes who enthusiastically represent our community. Our coaches are amazing and their positive contribution to the development (basketball and otherwise) of these athletes is indisputable. I know this firsthand, as both of my daughters are alumni.

I appreciate your time and consideration in sponsoring the Belleville Spirits Girls Basketball program. In return for any business sponsorship, we will share our thanks and your company logo on our social media platforms (please see further details at www.bellevillespirits.com). Please contact me should you wish to sponsor or discuss. Thank you!

Yours sincerely,


Tom Callahan
President

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