



Dear Sir/Madame,

By now you are probably aware of BAA's investment in an all-weather surface to maximise the availability and use of our playing field. Our vision is for our youth to grow up as members of a centre of excellence, in the heart of our community, providing a range of community and coaching programs. We believe that such an environment can only be beneficial for our children and Bermuda.

With the new surface in place we are seeing an immediate return in the improved quality of both coaching sessions and games. We believe we are now positioned to increase the scale and quality of our program for the community:

- Continuing to run six youth football teams, from U8s - U16s (over 120 children);
- Developing a new youth football program for girls;
- Increasing access for more youths and even younger children;
- The Bermuda Hogges making BAA their home field for next season;
- Continued use by our three senior teams;
- The home of the newly established Corona League; and
- Ensuring the surface is available for a wide range of community events.

The total cost of the new surface has been in excess of \$1M, major items below:

Sub-base:	\$200k	Surface:	\$470k
Flood Lights:	\$115k	Light Structure:	\$170k

Other costs included Electrical Installation; Perimeter Fencing; and Transformer pad. Funding was obtained through a \$600k loan, the remainder from Club funds. As you can see, this has been a significant step for a community club and its membership to take.

May I kindly ask that you consider assisting our efforts by advertising your company at BAA Field on one of seventy available '8 ft x 3 ½ ft' advertising boards (See Annex). We are requesting an annual fee of \$2.5k (plus the smaller one-off cost, refer Annex). Signworx, a sponsor of BAA, has been appointed Vendor to ensure the quality of all advertising around the field perimeter. We will order all Boards on your behalf.

Please contact me, jdoran@logic.bm, (Tel: 520 8840) to discuss this opportunity further.

Yours Sincerely,

John Doran
(President Bermuda Athletic Association)

BAA is a registered charity (number 812) organization




BAA is setting up a working capital fund to ensure the future of the facility. A separate trust account has been setup to fully disclose the funds received and disbursed. All donating parties will have details supplied on request. Banking instructions will be supplied to you upon request.



Annex

BAA Field: Advertising Signage

Sign Type	One Off Cost	Annual Donation	Year 1 Cost
Option A	\$340	\$2,500	\$2,840
Option B	\$420	\$2,500	\$2,920
Option C	\$600	\$2,500	\$3,100

(A) *Proposed Signage Initiative for new B.A.A. field _ 10.10.09.rvsd*

42"x96", 3mm polymer panel with aluminum face and back.
Grommets every 24" for attaching to chain-link perimeter fencing.


Option A - \$340.00 per panel,
Option B - \$420.00 per panel,
Option C - \$600.00 per panel,

Notes: Option C has reduced legibility when viewed from a distance not recommended for field use, though some sponsors may want to incorporate a background image. It is recommended that sponsors use a simplified logo version for maximum impact and legibility. Options A & B offer best legibility. Sponsor logos will vary in graphic content and some may not be suitable for viewing at a distance.

Prices listed do not include art fees should it be required (rate \$85.00/ hr) No art fees will apply providing logo art is provided in a compatible format scaled to fit the above described dimensions.

File formats accepted:
Vector - .eps, .pdf, .ai (all fonts used must be converted to outlines)

Images - .tiff, .jpeg, .psd (300dpi at 25% of actual size)



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