



BERMUDA ATHLETIC ASSOCIATION

Woodlands Road, Pembroke · P.O. Box HM 190, Hamilton HM AX, Bermuda
Telephone: 441-292-3161

January 3rd, 2006

Dear Parent of BAA Youth Player,

We are hoping to mark this milestone in the Club's history, and in the development of sport in Bermuda, in a number of ways. BAA was responsible for the formation of football, swimming, track and field, badminton, and boxing in Bermuda, by Bermudians. We have also produced a number of top administrators on Bermuda sport, three of whom were honoured in the Bermuda Hall of Fame.

Times have changed and we find ourselves as both a members' club, and a facilitator for sport to the community. Thus, one of our on-going tasks is the development of our sports facilities. To this end, one of our plans is to enclose our playing area with a four foot-high fence. This we believe would provide both aesthetic and security qualities to the field.

Other plans such as: improving the floodlighting, developing the changing rooms, and laying an artificial pitch are outside our budget; but this venture we believe can be achieved for under \$40,000.00. We feel that we can develop a business deal to help finance this; as such we are inviting businesses to rent advertising space along the fence (much as is seen at sports stadia throughout the world). The advertisement could be a board or a banner, and could advertise a product or a company. For an advert of about 10 feet x 4 feet we would be asking for \$500.00 a year, with a three-year commitment.

The ground will be used this year by the BFA, Boulevard Football Club, Devonshire Colts Football Club, Tuff Dogs Football Club, MR Onions Football Club. Bermuda Rugby Football Union, BAA Wanderers and our seven youth teams - along of course with all of their opponents!

If you feel that this is a venture you can join us in then please be so kind as to reply to our Secretary, Ms Sandra Amott, either by mail, or via email at samott@wq.bm. My thanks for your time.

Yours faithfully,

John Doran

Mr. John Doran
President
Bermuda Athletic Association