



171 Hudson Avenue · Green Island, NY 12183  
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I am writing on behalf of the Athletic Booster Club of Heatly School in Green Island. Heatly Athletics fields 15 athletic teams over the course of the academic year. Beginning in September 2007, we will be producing a Program Book which will be a memento of each sport for each season. Each book will contain team bios, schedules, pages for statistic record keeping, and sponsors. In addition to the Program Books, we will also be producing individual game day programs to be distributed to all spectators attending games.

Heatly School belongs to the Central Hudson Valley League as part of Section II Athletics. We play a cross section of schools, which include (but are not limited to) Emma Willard, Albany Academy for Girls, Doane Stuart, Waterford, Germantown, New Lebanon, Berlin, Loudonville Christian, Hawthorne Valley; as well as other teams in non-league matches which include Argyle and Fort Edward. Outlines below are the different levels of Program Sponsorship.

### **Gold-Level Sponsor \$100**

1. Full-page business ad in all printed Memento Program Book for Heatly's 15 Sport's Teams.
2. Gold-level sponsor recognition on Game Day Programs.
3. Business name prominently displayed as a Gold-Level Sponsor at each Hornet athletic event.
4. Business advertisement on display for public procurement at the sponsor table at Hornet events.  
(*ie: business cards, give-aways, magnets, brochures*).
5. Business website link included on Heatly Athletics Booster Club webpage – which includes Sponsor's Logo under Gold-Level Sponsor

### **Silver-Level Sponsor \$75**

1. Half-page business ad in all printed Memento Program Book for season for Heatly's 15 Sport's Teams.
2. Silver-level sponsor recognition on Game Day Programs.
3. Business name prominently displayed as a Silver-Level Sponsor at each Hornet athletic event.
4. Business advertisement on display for public procurement at the sponsor table at Hornet events.  
(*ie: business cards, give-a-ways, magnets, brochures*).
5. Business website link included on Heatly Athletics Booster Club webpage – which includes Sponsor's Logo under Silver-Level Sponsor

### **Bronze-Level Sponsor \$50**

1. Quarter-page business ad in all printed Memento Program Book for season for Heatly's 15 Sport's Teams.
2. Silver-level sponsor recognition on Game Day Programs.
3. Business name prominently displayed as a Bronze-Level Sponsor at each Hornet athletic event.
4. Business website link included on Heatly Athletics Booster Club webpage – which includes Sponsor's Name listed under Bronze-Level Sponsor

### **Patron Ad \$5**

1. Patron's name listed in Memento Program Book for Heatly's 15 Sport's Teams.

If you are interested in being a sponsor for the Heatly Athletic Booster Club's Memento Program Book, please fill out the attached form. I appreciate your consideration of our request.

Sincerely,

Beth Heffern  
President, Heatly Booster Club