

Dear Tri-Valley Merchant,

We are writing you this letter to invite you to become part of the Granada High School Boys Basketball Program. With the current financial crisis facing our school district, the budget for high school athletics has been severely reduced. Because of this, we must raise even more money than normal to run our program. One of our major efforts involves our sponsor program. We hope that you take this opportunity to become a sponsor and help support our program.

Attached to this letter is a description of the sponsorship program. We are offering five separate participation levels that allow businesses to contribute an amount consistent with their size. The benefits of sponsorships are dependent of the level of participation; however, all sponsors will have their name prominently displayed in all program publications (including game programs, and the basketball team website).

The Granada Boys Basketball team has three areas where sponsors will get exposure to the public. First, game programs are sold for each league home game. New programs, highlighting different players and past game results, are printed for of the team's home league games (6 games against teams from Livermore, Pleasanton, and Danville). All sponsors will have their names listed in the program; in addition, ads (1/8, 1/4, 1/2 and full-page) will be printed for sponsors who participate above certain levels. Last season, between 40 and 60 programs were sold for each game, giving our sponsors exposure to a large number of fans.

The second event that provides exposure is the Granada Holiday Invitational Tournament, held December 14-16, 2006. Granada will be hosting 7 teams from the East Bay, San Jose and the Central valley over the three-day period. Several teams will be staying overnight at local hotels. Last season, several businesses provided discount lodging and/or attraction tickets, as well as snack bar, in exchange for sponsorships benefits. Tournament game programs are sold throughout the weekend, with the same ads and sponsor list as our regular season program.

The last event is the Granada Invitational Tournament (the 'GIT'). This tournament is held over the Memorial Day weekend, and has 24 teams of alumni, parents, faculty, and current students playing. Over 200 players participate in this unique event with each receiving a tournament shirt that prominently displays our sponsor's logo on the back.

The basketball program has a website (www.granadahoops.com) that includes a list of sponsors, advertisements and links to businesses. Also, sponsors above certain participation levels can hang their company's banners in the gym for all home games.

We hope you will consider supporting the Granada High School Basketball Program. All money received from the sponsorship program will be used directly to support our basketball program (equipment, uniforms, travel, referees, etc). As a school, we pride

ourselves on providing a safe and educational environment for our children to play basketball, and we count on generous organizations like yours for help.

If you have any questions, please contact Bryan Hahn (Head Varsity Coach) at (925)-980-9786 or at school at (925) 606-4800x3536. Thank you for your support.

Bryan Hahn-Head Coach