Date

Name

Company

Address

City, State Zip

Dear Name,

For the past (number) years, our family has been proudly involved with the Amherst Soccer Association.  During that time, not only have their soccer skills blossomed, but they have developed strong friendships with their teammates, become more confident on the field and off, and are more active and healthy!  The positive benefits of playing team sports for children are well researched and documented.  According to [www.letsplay.com](http://www.letsplay.com/), there are 7 essential benefits of team sports for children and families.

Team Sports and play:

1.  Build confidence

2.  Provides consistent exercise

3.  Develops relationships

4.  Contributes to stronger academics

5.  Helps put winning into perspective

6.  Teaches respects

7.  Encourages family involvement

**That is why we are writing today, as a grateful soccer family, to ask you to consider sponsoring the 35th Annual Amherst Soccer Association AIM Tournament.**Over 5,000 players, parents, family members, and spectators from across Western New York, neighboring states, and Canada are expected to once again participate in the weekend sporting event.  We would be so pleased if you would consider a generous gift to sponsor the children and families who benefits so much for this important activity in our community.  **Sponsorship opportunities range from $500 to $5,000 and there are many corporate awareness building opportunities associated with every level.**

Enclosed you will find a list of sponsorship opportunities for your review and kind consideration.  Checks should be made payable to Amherst Soccer Association, a 501(c)(3) registered charity with the NYS Attorney General Charities Bureau.  All donations are tax-deductible to the extent allowable by law and should be mailed to c/o Village Glenn, 162 Mill Street, Williamsville, NY  14221.  Please note 2017 AIM Tournament and (coach's name & team name) on the reference line of the check.

We hope you’ll join us in supporting the Amherst Soccer Association’s 35th AIM Tournament.  Please kindly respond as soon as possible, but no later than (date).  We can be reached by calling (your phone number) or e-mailing (your email) to answer any questions you might have.  Thank you for supporting our community’s next generation of soccer stars!

Sincerely,