

January 4, 2012



The Strathcona County Minor Football Association (SCMFA) is making plans for our 2012 football season. Our Association supports over 200 local families whose children participate in this great team-oriented sport. *Our Association's cardinal operating principle is "Teamwork, Sportsmanship and Fair Play."*

Strathcona County has supported our Association over the years with provision of space at the Shell Arena for our Equipment Room. It is approximately 800 square feet and holds equipment for 7 minor football teams of 45 players each. We are very proud of the monetary investment and volunteer time that we put into safely dressing each one of our minor football players every season. The County has asked us to develop a plan to move our Equipment Room out of the Shell Arena. They are looking forward and planning to redevelop that space. It has been apparent to us the last couple of years that running a football club out of an arena location is not ideal as it has been difficult to access our space in the off-season. Renting a storage location or building an Equipment Room is going to be a costly solution to our non-profit program however we do need to resource an alternative for our current situation as it is time-limited (December 31, 2012).

After analysis of our needs we are looking for a (minimum) 800 – 1000 square foot portable trailer (that has the ability to be heated) or lease space. We acknowledge that we will need to fund renovation of a trailer or lease space to fit our specific needs (the storage of 7 teams worth of equipment i.e. uniforms, helmets, shoulder pads, bags etc.).

Much of our success over the years in providing young athletes an affordable and positive football experience is credited largely to our sponsors, who lend their names and financial support to our games and other events. By participating as a sponsor, your organization will benefit from extended exposure through media campaigns and promotions that acknowledge all of our SCMFA sponsors. (please see our Sponsorship Recognition Level sheet).

Your company is known to be a generous sponsor of a vast number of community initiatives. The SCMFA would be proud to be included in that sponsorship roster.

Our season typically runs from August to early November. However, May and June are busy months with much activity based around Spring Camps and Training Camps. We have also participated in the Sherwood Park Canada Day celebrations by running a float in the parade and a booth in the park. By the first

of August, we have kicked off our season. Every weekend from August through October, our Association operates the concession at the Strathcona Athletic Park to assist in funding our Minor Football program.

We're counting on your support, and will be happy to answer any questions you may have. I will follow up with you in approximately one week to confirm your support. Thank you in advance for your willingness to support the efforts of the SCMFA in making a significant difference for youth in our community.

If you require additional information about our Association, please contact me and I will be happy to answer any questions you may have. You may also visit www.scmfa.com online.

Sincerely,
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