



# Preliminary sample introduction letter

May 19, 2008

Dear Little Caesars Booster Club Sponsor:

The primary goal in the Little Caesars AAA Women/Girl's hockey program is continue to play competitive hockey at the national level and operate as one of the most recognizable and respected amateur hockey organizations in North America. This year four Little Caesars teams won State Tournament Championships in Michigan. We are dedicated to returning to the National Championships next year and we'd like to invite you to join in our excitement by supporting our team with a contribution. Your contribution will become a part of our Club's effort to do something positive for young girls and women.

Your advertising dollars can connect you with hundreds of Little Caesars sports fans each week of the hockey season throughout the coming year. When you purchase a Little Caesars Booster Club Ad, your business is also exposed to sports fans and communities of each visiting team.

Your tax-deductible donation to the Little Caesar's Women's hockey program will help defray our costs and will benefit your business. If you have an advertisement or just a simple message of support, please fill out the form on the next page.

Sincerely,