



June 22, 2011

Dear Local Durham Business:

Each season, hundreds of local children from Durham, Orange and Person County participate in our Fall and Spring Soccer and Winter Basketball. We are a unique recreational youth sports organization: We are both non-profit and **we own all our facilities**. We own our playing fields at Rippling Stream Road off North Roxboro Road in northern Durham as well as our freestanding gym on Milton Road next to Eno Valley School. We do not rent municipal space and play most of our games on our own turf. Although we share a name, please note HOLT Athletic Association is not part of Holt Elementary School. We have been an independent non-profit organization since 1964.

We rely on the support of local business leaders like you to cover equipment and operating expenses for this valuable experience for youth. In turn, sponsors receive exclusive exposure to the many parents and other community leaders who attend HOLT games and events. We are offering the following sponsorship opportunities:

- 1. Team Sponsorship: \$200 per team.**  
Sponsor an individual team, providing support for uniforms, equipment and referees. Your logo (4" x 6") will appear on your team's jersey – from 10 to 16 individual shirts - and you will appear on our website. Your logo will also appear on that team's schedules and handouts to parents, both in print and online. Please provide a press-ready digital logo.
- 2. Banner signage at our field: \$200 per season.**  
Custom-design your 6' x 3' banner to hang at our field or our gym for one full season. Display your custom message on a vinyl banner and create awareness and goodwill for your business. Positioning at the field and gym is on a first-come first-served basis. Act early for prime spots. Please provide press-ready digital art.

Please call Carl Houze at 949-0212 to reserve your space and / or team preference. We also invite you to visit our website at <http://holtsports.org> and see what we're all about. We thank you in advance for your consideration and support.

Sincerely,

**The Executive Board of Holt Athletic Association**

***About HOLT Fall Soccer:***

*Est. 1964, Holt Athletic Association has a long tradition in Northern Durham. Some of our current players have grandparents who played with us years ago. Our season starts in August and ends in November.*

*We play the following age groups:*

*Micro (coed 3-4 year olds),  
U6 (coed 4, 5 & 6 yr olds),  
U8 (6, 7 & 8 separated by gender),  
U10 (8, 9 & 10 separated by gender),  
U12 (10, 11 & 12 separated by gender),  
U14 (12, 13 & 14 separated by gender),  
U18 (14 – 17 year old coed division).  
Adult 30+ league which is coed.*

*We anticipate fielding ±20 teams this fall. All Micro and U6 players receive participation trophies, and trophies are given to first-place teams in all other divisions. Medals are given to tournament winners and runners-up.*

*We differ from other recreational programs, in that we are a competitive league: we keep score, we keep standings. We also have paid referees for all age groups. Although we compete, we emphasize participation – every child plays and playing time is guaranteed – we are not “select” soccer. We provide fee waivers for families in need.*

***Our motto is, “Recreational Competitive Sports for EVERYONE.”***