



Lakeland Xpress, Inc  
6102 Sunset Vista Dr  
Lakeland, FL 33812

Dear Valued Sponsor:

This letter is on the behalf of the Lakeland Xpress, Inc. Basketball Program, the non-profit organization for whom; I have the privilege of serving as the Program Director.

***Lakeland Xpress basketball program is a Christian youth mentoring program that uses basketball as a vehicle of instruction and influence. It is our mission to provide a positive, constructive atmosphere for young boys while engaging in organized athletic competition.***

The teams of Lakeland Xpress are made up of young boys ranging in age from ten to eighteen, representing grade levels 6<sup>th</sup> through 12<sup>th</sup>. In our second season, the boys have the opportunity to participate in tournaments hosted by Florida YBOA, USSSA, and AAU athletic associations. For this endeavor, the entire organization has been working to raise funds that will allow us to train and participate in tournaments. It is our goal as an organization to not just participate, but be competitive at the state level. Since our program is a comparatively new, we rely heavily on corporate sponsorships and individual donations. We would be grateful if you would partner with us and contribute financially to our endeavor. I assure you, that this arrangement would be mutually beneficial for both parties involved. Our goal is to attend six to eight tournaments throughout central Florida. The cost for each team to compete is estimated at \$300 per tournament. We believe, with your help we can achieve this goal and positively impact the lives of the boys involved. Thank you in advance, we appreciate your contributions and consideration.

Sincerely,

Troy Wells  
Program Director  
Lakeland Xpress, Inc.  
863-838-7460  
troy.wells@lakelandxpress.com



## **Sponsorship Opportunities**

### **Bronze Sponsorship**

**\$100**

Honorable recognition or placement of company logo on Lakeland Xpress  
Team brochure, distributed at every game

### **Silver Sponsorship**

**\$200**

- Honorable recognition or placement of company logo on Lakeland Xpress  
Team brochure, distributed at every game
  - Advertisement opportunity on Lakeland Xpress website
    - Gift of 5x7 plaque for office use

### **Gold Sponsorship**

**\$300**

- Honorable recognition or placement of company logo on Lakeland Xpress  
Team brochure, distributed at every game
  - Advertisement opportunity on Lakeland Xpress website
    - Gift of 5x7 plaque for office use
    - Free Specialty Car Wash
  - \*\*3 Free Raffle tickets to win a 50" LCD TV

### **Platinum Sponsorship (Tournament Buyout)**

**\$500**

- Honorable recognition or placement of company logo on Lakeland Xpress  
Team brochure, distributed at every game
- \*Exclusive full back panel advertising opportunity on team brochure distributed at  
the tournament of your choosing.
- Honorable recognition or placement company logo on all Lakeland Xpress Social  
Media sites (Facebook, Twitter, Newsletter Blog, Klout)
- Feature Advertisement opportunity on Lakeland Xpress website with video  
acknowledgement and appreciation from the Program Director
  - Gift of 8x10 plaque for office use
  - 2 Free Specialty Car Wash
  - \*\*5 Free Raffle tickets to win a free 50" LCD TV
- \*Exclusive logo placement on official Lakeland Xpress shooting shirt apparel during the  
tournament of your choosing

All checks should be made payable to Lakeland Xpress, Inc

\*This option requires participants to provide Lakeland Xpress their logo or any relevant information 10 days before the desired tournament.  
This is an exclusive opportunity and is available on a first come first serve basis

\*\*Drawing for TV will be held at the end of season. Winner will be contacted by Lakeland Xpress Administration.