

December 10, 2010

Dear To Whom It May Concern:

The SWBAD Planning Committee is currently undertaking planning to host our first Southwest Basketball Association of the Deaf Tournament. This tournament is in its 64th year for the men's basketball teams, and its 18th year for the women's teams. We are honored to have been selected as this year's site for the tournament. It will be held March 3 -5, 2011 at the SWCID campus, as well as the Dorothy Garrett Coliseum in Big Spring, Texas.

We would like to solicit you to sponsor the 2011 SWBAD Tournament. We will ensure your organization's name in front of attendees during high-visibility events and throughout the tournament. We have designed several sponsorship packages to fit a variety of different companies and organizations. Please see the potential sponsorship levels listed below.

All sponsors will receive exposure by the following:

- SWCID students, faculty, staff, prospective students and their parents, and administrators
- Recognition in advance SWBAD marketing program if received by (February 1, 2011)
- Recognition via signage at the tournament
- Recognition in the official tournament program
- Recognition at opening and closing tournament ceremonies.

Opportunities are available for each sponsorship status. The sponsorship opportunity guarantees your organization the maximum amount of publicity. You will receive an advertisement in the registration brochure (if sponsorship is committed prior to February 1, 2011). You will be mentioned in the Tournament program book. Please see the sponsorship level benefits as listed below:

Slam Dunk (\$2,000 +) level includes:

Full page recognition in program book
Two complimentary combo
registrations
Free Exhibit Booth

**Three Pointers (\$1,000 +) level
includes:**

Half-page recognition in program book
Two complimentary registrations
50% off exhibit booth

**SWCID Rattlers (\$500 - \$999) level
includes:**

Quarter-page recognition in program
book
25% off exhibit booth

**Point Guards (\$250 - \$499) level
includes:**

Recognition in program book

**Dribblers (\$100 - \$249) level
includes:**

Recognition in program book

**Spectators (Minimum \$5) level
includes:**

Recognition in program book

The SWBAD Planning Committee and I are excited about this new collaborative effort as we host our first Southwest Basketball Association of the Deaf Tournament. We look forward to teaming up with you if you are interested in sponsoring the SWBAD Tournament. Please contact me via email: mmyers@howardcollege.edu or 866-764-9081. Thank you.

Sincerely,



Mark J. Myers
Provost