

LEIGH TORRENCE
SWAY
Southwest Atlanta Youth
FOUNDATION



June 16, 2009

It is my pleasure to invite you to my Foundation's Inaugural Celebrity Bowling Challenge on Friday, June 26, 2009 at 7:30 p.m in the hip, trendy atmosphere at Ten Pin Alley in Atlanta.

Please join me and my NFL colleagues and celebrity friends for a special evening of fun, bowling, mingling and silent auction for a great cause.

When I accomplished my goal of making it into the NFL, I knew that the privilege of being a professional athlete carried with it the obligation of social responsibility. That belief has been the catalyst behind my South West Atlanta Youth Foundation (SWAY).

My vision for the SWAY Foundation is to improve the future of the youth of South West Atlanta. A community that is plagued by a knowledge drain and insufficient resources, which often leaves children without the tools needed to achieve their dreams.

The proceeds from the evening will fund two of the Foundation's programs. The *Excelling Education Youth Scholarship* program, which will provide two \$1,000 scholarships each year to deserving high school seniors in South West Atlanta. The award will be based on character and leadership abilities, as well as an essay and application process. In addition, SWAY will offer free quarterly educational workshops for local youth with topics including: Getting Organized, SAT Preparation, College Application Assistance, and Developing Healthy Relationship Skills.

Your participation in this worthwhile event will assist in my mission to bring attention to the plight of the young people in South West Atlanta and implement a change that they deserve.

It is my hope that you will join this "winning team" and let's tackle this issue together!

I have enclosed information on sponsorship opportunities, however for additional information, please contact my event coordinator Katrina Leonce at (770) 222-2229 or by email at profilespr@aol.com.

Thank you for embracing my efforts to make a difference for Atlanta's youth!

Sincerely,



#24 New Orleans Saints

LEIGH TORRENCE SWAY FOUNDATION

1735 Rogers Avenue SW, Atlanta, Georgia 30310
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CELEBRITY BOWLING CHALLENGE **Sponsorship Opportunities**

MVP Sponsor: \$7,500

- Recognition as Title Sponsor of event;
- Preeminent visual and verbal recognition at the event;
- Opportunity to introduce Leigh Torrence at the event;
- Full-page color ad in souvenir event program and logo on back cover;
- Check presentation at the event;
- Prominent logo placement on event banner;
- Prominent logo on bowling T-shirts;
- Logo placement on the Leigh Torrence website for one year with link to sponsor website;
- Preeminent presence in all media advisories, printed materials, television and radio;
- Four (4) teams to play in Celebrity Bowling Challenge (5 bowlers on each team with a Celebrity captain);
- Two games of bowling including bowling ball and shoe rental;
- Corporate banner on four (4) lanes (provided by Sway Foundation);
- First choice of four (4) Celebrity captains;
- Ten (15) observer passes;
- Priority lane selection;
- Catered lunch for bowlers;
- Check presentation at awards ceremony immediately following Challenge (oversized check provided by Sway Foundation);
- Sponsor Plaque as Title Sponsor;
- Opportunity to provide product samples or brochures in VIP gift bags; and
- Team photo with celebrity team captain provided for bowlers.

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CELEBRITY BOWLING CHALLENGE

Big Hit Sponsor: \$4,000

- Recognition as Big Hit Sponsor of event;
- Preeminent visual recognition at the event;
- Half page color ad in souvenir event program and corporate logo on back cover;
- Prominent logo placement on event banner;
- Corporate logo on bowling T-shirts;
- Logo placement on the Leigh Torrence website for six months with link to sponsor website;
- Presence in all media advisories, printed materials, television and radio;
- Two (2) teams to play in Celebrity Bowling Challenge (5 bowlers on each team with a Celebrity captain);
- Two games of bowling including bowling ball and shoe rental;
- Corporate banner on two (2) lanes (provided by Sway Foundation);
- Second choice of two (2) Celebrity captains;
- Eight (8) observer passes;
- Catered lunch for bowlers;
- Sponsor Plaque as Big Hit Sponsor;
- VIP gift bag for bowlers; and
- Team photo with Celebrity Team Captain for bowlers.

The Blitz Package: \$1,500

- Recognition in souvenir event program and corporate logo on back cover;
- Logo placement on event banner;
- Corporate logo on bowling T-shirts;
- Sponsor mention on Leigh Torrence website with event pix;
- Two (2) teams to play in Celebrity Bowling Challenge (5 bowlers on each team with a Celebrity captain);
- Two games of bowling including bowling ball and shoe rental;
- Corporate banner on two (2) lanes (provided by Sway Foundation);

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The Blitz Package (continued)

- Third choice of two (2) Celebrity captains;
- Eight (8) observer passes;
- Catered lunch for bowlers;
- Sponsor Plaque;
- VIP gift bag for bowlers; and
- Team photo with Celebrity Team Captain for bowlers.

Wild Card Team: \$500

- Corporate logo on back cover of souvenir event program;
- Sponsor mention on Leigh Torrence website with event pix;
- One (1) team to play in Celebrity Bowling Challenge (5 bowlers on each team with a Celebrity captain);
- Two games of bowling including bowling ball and shoe rental;
- Corporate banner on one (1) lane (provided by Sway Foundation);
- Two (2) observer passes;
- Catered lunch for bowlers;
- VIP gift bag for bowlers.

Individual Bowler: \$125

- One entry for bowling Challenge (you will play with 4 additional bowlers)
- Two games of bowling including bowling ball and shoe rental;
- Catered lunch

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CELEBRITY BOWLING CHALLENGE
Sponsorship Commitment Form

CONTACT _____

COMPANY _____

ADDRESS _____

CITY/STATE _____ ZIP _____

PHONE _____ FAX _____ E-MAIL _____

COMMITMENT LEVELS

- MVP Sponsor (\$7,500)
- Big Hit Sponsor (\$4,000)
- The Blitz Package (\$1,500)
- Wild Card Team Sponsor (\$500)
- Individual Bowler (\$125)

Check Enclosed Visa MasterCard American Express

Card Number _____ Exp _____

Signed _____ Date _____

I authorize the Leigh Torrence Foundation to charge my account for this donation.

____ **We are unable to attend this year, but enclosed is a donation of \$** _____

Send checks payable to: **LEIGH TORRENCE FOUNDATION**
1735 Rogers Avenue SW, Atlanta, Georgia 30310

For more information: Phone (770) 222-2229 • Fax (770) 222-1355
E-Mail: profilespr@aol.com • ww.LeighTorrence.com

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