

November 5, 2011

Dear Friend,

I am writing to introduce you to Carolina One Volleyball, a local non-profit volleyball club formed in 2007. At Carolina One, we strive to develop the whole person - not just the volleyball player - and in so doing hope to maximize the benefits of participating in team sports.

Carolina One offers volleyball instruction and competitive teams for girls ages 6 - 18. Our programs range from developmental training that focuses on basic athletic and beginner volleyball skills, to non-travel programs that build skills and self confidence in an intramural environment, to traveling Junior Olympic teams that participate in some of the most competitive tournaments around the Southeast. If you would like more information about our club's programs, please visit our website www.carolinaonevolleyball.com.

In this our fifth year of operation Carolina One's programs are already reaching hundreds of girls throughout the Upstate. We have over 250 players involved in our program, and we are partnering with local YMCAs and other non-profit community organizations to offer developmental volleyball classes.

In order to reach our goal of providing quality training and reaching the maximum number of girls, we need equipment and gym space, talented coaches, and the funds to travel to tournaments that will challenge our athletes to become the best they can be. We also need the ability to provide scholarships and free or reduced-fee programs to deserving young women.

Currently, our only source of funding is the fees paid by our players and their parents. You and your company can help by simply placing an ad in our Carolina One Volleyball Program. By placing an ad you will be assisting young women in developing both athletic and invaluable life skills. The enclosed page describes our levels of donation, as well as the benefits that you or your company will receive as a sign of our appreciation. Complete the form and send your ad in by January 13, 2012 to be included in this year's publication!

Thank you in advance for considering our request for a donation and for supporting young female athletes in our community. If you are not interested in placing an ad, but would like to send in a donation, a check can be made payable to Carolina One Volleyball. Please be sure to include the name of the player or team you would like your donation to benefit. If you cannot support us monetarily, but have an in-kind donation to offer, we would gladly welcome your assistance.

With your generous donation and the donations of others like you, Carolina One Volleyball will continue to provide a place for young athletes to grow, compete, learn the game of volleyball, and achieve their dreams.

Sincerely,

Kim Tonkin
Co-founder and Executive Director
Carolina One Volleyball

Donation Options

All advertisements will be placed in the Carolina One Volleyball Program, a publication that will be given out to all program participants, local gyms, community centers, college recruiters and each of the businesses who have placed an ad in the program. In addition, Carolina One teams will take Programs to each of the tournaments our teams travel to this season. Tournaments include events in Greenville, Spartanburg, Pickens, Charlotte, Columbia, Myrtle Beach, Atlanta, Knoxville, Washington DC and Kansas City.

Sponsors donating at the \$150 level or higher will receive special recognition at Potential Sports Academy, home of Carolina One Volleyball. Sponsors donating at the \$500 level or higher will also receive recognition at the Carolina Challenge, a full-day volleyball tournament hosted by Carolina One at multiple locations in the Upstate on March 26, 2011 and at pre-event activities and promotions. In 2011, over 90 teams with more than 1,000 participants and spectators attended the Carolina Challenge.

Size	Cost	Additional Benefits
1/8 page ad	\$25	
1/4 page ad	\$50	
Half page ad	\$100	
Full page ad	\$150	Name on sponsor banner displayed at Potential Sports Academy.
Player Sponsor	\$300	In addition to a half-page ad, each Player Sponsor will have their name/logo on the sponsor banner displayed at Potential Sports Academy. If no specific player is designated as the recipient of the sponsorship, all monies donated will go towards the Carolina One scholarship fund.
Team Sponsor	\$500	In addition to a full-page ad, each Team Sponsor will have their name/logo on the sponsor banner at Potential Sports Academy, plus additional recognition and an opportunity to separately advertise their company or services at the Carolina Challenge.
Club Sponsor	\$1000	In addition to a full-page ad on the back or inside cover of the Media Guide, the Club Sponsor will have their logo placed on tournament prizes, their name/logo on a separate banner at Potential Sports Academy, plus additional recognition and an opportunity to separately advertise at the Carolina Challenge.
Banner only	\$300	Companies have the option to purchase a sponsor banner, hung at Potential Sports Academy for the duration of the 2011-12 season. Contact Kim Tonkin for size and design information.

**Carolina One Volleyball
Club Program Ad Remittance Form**

Carolina One will publish a club program that is given out to all program participants, college recruiters, local gyms and community centers, as well as each of the businesses who have placed an ad in the guide. In addition, Carolina One teams will take Programs to each of the tournaments our teams travel to this season. Tournaments include events in Greenville, Spartanburg, Pickens, Charlotte, Columbia, Myrtle Beach, Atlanta, Knoxville, Washington D.C. and Kansas City.

ALL ads must be submitted electronically (PDF or JPG files only) in the size specified below by January 13, 2012 and payment must be remitted for appropriate ad placement in the 2011 Club Program*. Carolina One is not responsible for the quality of ads that are not remitted "art ready" and correct size.

Choose sponsorship level:

Sponsorship Level (check box)	Fee	Ad Size
<input type="checkbox"/> Club Sponsor	\$1000	7" x 9" (back cover or inside covers)
<input type="checkbox"/> Team Sponsor	\$500	7" x 9" (preferred placement)
<input type="checkbox"/> Player Sponsor	\$300	7" x 4.5" (horizontal)
<input type="checkbox"/> Full Page	\$150	7" x 9"
<input type="checkbox"/> Half Page	\$100	7" x 4.5" (horizontal)
<input type="checkbox"/> Quarter Page	\$50	3.75" x 4.5" (vertical)
<input type="checkbox"/> "Business Card"	\$25	3.5" x 2"

Complete the information below and remit the ad to be placed in the Program, along with payment on or before **January 13, 2012***.

Player's Name for ad credit: _____

Type of Ad: Business Congratulatory

Sponsor Name: _____ Contact #: _____

Amount Remitted: _____ Cash ___ Check # _____

Name of sponsor contact: _____

Make checks payable to "Carolina One Volleyball"
Mailing address: P.O. Box 6338, Greenville, SC 29606
Email: kim.tonkin@carolinaonevolleyball.com

*Ads received after the deadline will be placed in the 2012 Media Guide. No refunds or credits will be given. Carolina One is not responsible for the quality of ads that are not remitted "art ready" and correct size.