



July 12, 2012

[Name]
[Street Address]
[City, State, Zip]

Dear [Name]:

1. establishing credentials

Did you know The First Tee of Tuscaloosa has grown from serving 85 local children when it was established by the Tuscaloosa County Park and Recreation Authority in 2000 to serving more than 1,000 per year in 2011? We also now serve 14,000 additional students through programs in local, public elementary schools. I am writing to offer your organization an opportunity to show our community—and our kids—that you support the values we teach through golf. I hope you will allow us to list your organization as a sponsor on our new signage at OP Colony Golf Complex. The enclosed form provides more details.

2. introducing offer

4. referring to enclosure

Your sponsorship of First Tee of Tuscaloosa will make a tremendous difference. No child from age 7 to 17 is ever turned away. Although it costs \$500 to provide year-round programming and mentoring to a child, families pay a subsidized fee of only \$79. And more than one-third of the kids we serve are on full scholarships. Our budget comes from ...

The mission of The First Tee is primarily about life skills. So, while kids are getting some exercise and fresh air, they are learning our nine core values.

- **Honesty:** Calling a penalty on him/herself when breaking a rule.
- **Integrity:** Maintaining composure even when others are not watching.
- **Sportsmanship:** Treating others kindly whether winning or losing.
- **Respect:** Following instructions and safety rules.
- **Confidence:** Identifying something he/she does well despite outcomes.
- **Responsibility:** Taking care of practice areas by repairing ball marks, etc.
- **Perseverance:** Trying his/her best regardless of how he/she is playing.
- **Courtesy:** Remaining still and silent while others are playing.
- **Judgment:** Making healthy choices at the golf course.

3. offering incentives

Unlike junior golf or other competitive sports programs, The First Tee transforms the golf course into a classroom, teaching kids how to be better people. How could you make a better investment in our community?

If you are interested in supporting The First Tee of Tuscaloosa in other ways, please contact me at (205) [redacted] or Executive Director, Mike [redacted], at (205) [redacted].

Sincerely,

5. inviting further communication

Kevin [redacted]
The First Tee of Tuscaloosa
Board Member

Enclosure

Board of Directors

Kevin [redacted]
Chair

Brion [redacted]
Vice-Chair

Kevin [redacted]
Jimmy Tom [redacted]
Scott [redacted]
Shelley [redacted]
Todd [redacted]
Erin [redacted]

Molly Donlon [redacted]
Phil [redacted]
Jay [redacted]
Mary Ann [redacted]
Samory [redacted]
Paul [redacted]
Lewis [redacted]

Administration

Michael [redacted]
Executive Director

Mission

To impact the lives of young people by providing educational programs that build character, instill life-enhancing values and promote healthy choices through the game of golf

The First Tee's Nine Core Values

Honesty
Integrity
Sportsmanship
Respect
Confidence
Responsibility
Perseverance
Courtesy
Judgment

The First Tee's Nine Healthy Habits

Energy
Play
Safety
Vision
Mind
Family
Friends
School
Community