



## Sponsor Request Letter

Dear Business Owner:

Let me take this opportunity to introduce you to the Cold Lake Penguins Rugby Football Club. Established in Cold Lake over 25 years ago, the club has a proud tradition of fielding a competitive men's 15 team in the Edmonton Rugby Union C Division. Since the club first began it has continued to grow and make the sport of rugby more accessible for everyone in Cold Lake or the surrounding area. Starting with the formation of a women's team and then through the Senior High School programs that the Penguins have been a key factor in establishing. In 2018 we are expanding the youth development programs even further with the addition of a Junior High School program and a Mini rugby program (Ages 5-12). The club is built around the sport of rugby and the culture that is embodied.

This year we are offering an opportunity to local businesses like yours to become Club Sponsors. Your contribution will be utilized to keep the sport as accessible to as many people as practical while continuing to grow the Penguins RFC in our community. Our operating budget address everything from logistics to safety and the development needs for the youth, women and men's fixtures.

The Cold Lake Penguins Rugby Football Club is guided by a volunteer board of executives and dedicated volunteers. Our primary revenue source to run all our programs is registration fees paid by participants, proceed from our various work we do for the City of Cold Lake and other local organizations and donations received from generous individuals and businesses.

In order to continue to make this rewarding experience a reality for our members and youths we are reaching out directly to area businesses and offering the opportunity to help become a club sponsor. Any level of donation is greatly appreciated and there is also the opportunity for products or services in lieu of cash. Such as materials to repair or improve our equipment shed including wood, paint, shingles, advertisement to promote recruitment and upcoming events and anything to aid in our transportation to away games such as passenger vans and or gas cards. In return for your generosity we can negotiate what is the most practical and beneficial way for your contribution to be recognized. Options include but are not limited to your company logo on our team jerseys, being advertised on our website and at our home field and banners or a team plaque or jersey to display in your office.

Please contact us to discuss further. Our executive can be reached by email at [penguins.rfc@live.com](mailto:penguins.rfc@live.com).

Respectfully yours,

Brandon Salter

Cold Lake Penguins Rugby Football Club, Executive Member