



January 26, 2018

Dear Advertiser:

Pope John Lions Football is in need of Sponsor support. Sponsor contributions help provide our program with new equipment, reconditioning and recertification of old equipment, team meals, uniforms and much more.

As our program continues to grow and we prepare to meet the challenges of competition in one of NJ's toughest divisions, we are in great need of Sponsor support. Enclosed, for your consideration, is an Order Form for our 2018 Season which will run through August 2019.

What does our Banner Sponsorship mean for you? Our aim is to promote our Sponsors and share our gratitude in every way possible. First, we hang a 6ft x 3ft, two-sided, full color banner at our school's Main Stadium for an entire season of High School activities— which includes but is not limited to all Homes Games, Practices, Summer Camps, Tournaments, Jamborees, Playoff Games, Special Events (i.e, NFL Hall of Fame Regional Playoff), and other school sporting events. Sponsor Banners are viewable from both the parking lot side and drive-through traffic pattern, as well as the field side of our stadium. Banner exposure at our field is not limited to campus viewing. Our Sponsor Banners have been seen in the background of video highlights and photos that are widely posted and circulated by numerous sports news and media outlets.

Second, we announce and thank our Sponsors multiple times during each half of all our Home Games (for both our High School and Middle School programs). Third, we promote our Sponsors on our dedicated Friends of Football page on our website, www.popejohnfootball.org, along with Sponsor logo(s), URL link(s), and business/marketing message(s). Fourth, we provide our Sponsors with thanks and recognition in our social media spaces. We work to thank our Sponsors wherever and whenever the opportunity presents itself, as we encourage our families, friends and loyal fans to patron our Sponsors who support our program.

Finally, we welcome our Sponsors' communications and special requests throughout the year to circulate or share their own special event news, coupons, etc., with our followers.

Pope John, as you might know, is a vast and wide spread school community, that reaches beyond just the Sparta, NJ area. We boast a large and loyal alumni pool. Our football program is proud to have numerous D1, D2 and D3 players off to top schools, as well as a former Lion drafted to and playing for the Dallas Cowboys. Our program has a lot of eyes upon it at the local and national level. In 2017, we ranked in the Nation's Top 100 and the Regional Northeast's Top 20. Locally, we ranked #4 in News 12 Varsity's Tri-State Top 25. With another Post Season Semi-Finals Playoff run, we are once again in the Top 5 of NJ's Group 3 Non Public Division.

We hope you will join our Team as a Banner Sponsor. Please let me know if you have any questions. I look forward to hearing from you soon. Thank you.

Very truly yours,

Shelley Zambardi
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GO LIONS!