

February 21st 2017

The Rockford Heat AAU Basketball Organization would like to **THANK YOU** for your donation this past year. Rockford Heat has officially had our 4th senior class this season and now has **45 players** that are going to fulfill their dreams of playing college basketball while getting their education. In the last 4 years our athletes have surpassed over 2.8 million dollars in



scholarships. Feel free to check our Alumnae page on our website as more seniors in the Class of 2017 commit to different schools. We expect a total of 15 seniors to announce their college plans before the end of this school year.

AGAIN, we humbly request your financial support to help our players. Your support is not just another donation, but an investment in the community and our youth. Through our experiences, we know that young athletes who have strong support networks and opportunities – such as Rockford Heat Basketball – at an early age tend to graduate from high school and make better personal choices, in the present as well as in the future. Our goal is to develop young athletes not only into excellent basketball players, but also into outstanding student athletes that – because of their participation in our program – have higher chances of being selected to play and succeed at the collegiate level.

Being part of the AAU Basketball Organization provides the opportunity to travel around the Midwest for highly competitive tournaments. Our teams and our players have achieved success in various tournaments, and have participated in several showcases that have helped gain attention for our players to get noticed and recruited by college coaches. Currently, we are seeking sponsorships at various levels. Through your generosity, we will be able to provide uniforms, tournament fees, and other accessories for student athletes who would otherwise be unable to purchase these items.

We have multiply levels designed for your consideration:

Champion-\$1500

\$250-Lay Up; \$500-Jump Shot; and \$1000-3 Point Play

("Fan" Sponsorships are also available for \$100)

Your sponsorship at ANY amount will help our team to achieve our goals. I would honor the opportunity to discuss any portion of this request with you.

Thanking you in advance for your consideration.

Sincerely,

John Penney

Rockford Heat

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Checks can be sent to: Rockford Heat
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