



Swami's
SURFING • ASSOCIATION

October 1, 2010

Dear Sponsor

I would like to thank you for allowing me to take a minute of your time and introduce you to the Swami's Surfing Association Inc. (SSA). The SSA was established in 1964, by local surfers for the purpose of promoting the surf culture and life style, supporting youth surfing activities, improving beach and surfing locations. The SSA is a 501 (c) (4) non-profit organization, and a member of the Coalition of Surfing Associations in California. Currently the SSA sponsors and participates in programs such as the; Adopt-a-Beach, Beach Cleanups, the Wounded Warrior Program for US war veterans, middle and high school surf teams, the Blind Surf Program, and the Dog Surf-a-Thon. The SSA provides annual middle and high school student scholarships, and for the past 18 years has conducted a large premier surfing contest in Encinitas. The SSA would like you to join with us as a sponsor and provide you the opportunity to support the local events and programs supported by the SSA

The above described events require hundreds of volunteer man hours and dedication of the SSA membership to ensure these programs are successful. The benefits to the local community as well as the recipients of these efforts are many. The described events, and specifically the large annual surfing contest, draw thousands of surfing enthusiasts, spectators, professional and amateur participants of all ages that stay locally during the course of the two day surfing contest. Participants from surfing associations from all parts of the United States come to Encinitas to participate in the SSA premier surfing event. Local merchants benefit from the additional business created by the surfing contest.

The SSA requires annual funding to cover expenses necessary to provide these programs and events to the community. In years past, the SSA has been dependant on sponsors from the community for funding. The funding source for these efforts has not changed. This letter is a formal invitation from the SSA to you providing you the opportunity to become part of the SSA and participant as an official sponsor.

In exchange for your sponsorship, your business will receive exposure to thousands of participants and spectators during the listed events and contests throughout the year. The level of exposure includes promotions of your business at SSA events and web site links to, Swami's Surfing Association, My Local Lineup, which reach millions of potential customers and clients worldwide. The Swami's Surfing Assoc. Inc. is a nonprofit 501(c) (4) corporation. Contributions, donations or gifts may be tax deductible as charitable contributions, please consult your tax expert for additional information.

The quality, benefits, and success of the described programs and events are directly attributed to your support and could not continue without the generosity of our sponsors. All described events and programs are contingent based upon sufficient funding.

A Sponsorship Form has been attached to this letter for your convince. If you choose to be part of this great organization, please complete the attached sponsorship form. Donations of product and cash are also accepted. Please mail all forms, gifts or donations to: Swami's Surfing Association, 110 S. Kihridge Lane, Encinitas, and Ca. 92024 or you may contact us at Swami's Surfing Association.org.

Thank you very much for your time and consideration of our request for your support.

Michael L. Coleman, President

SWAMI'S SURFING ASSOCIATION 2010 SPONSORSHIP FORM

SPONSOR/COMPANY NAME: _____

ADDRESS: _____

PHONE: _____

CONTACT: _____

E-MAIL ADDRESS: _____

SPONSORSHIP LEVEL (check box)

- Level 1 \$10,000- or above
- Level 2 \$ 5,000-\$9,999
- Level 3 \$ 2,500-\$4,999
- Level 4 \$ 1,000-\$2,499
- Level 5 \$ 250-\$999
- Level 6 \$ 150-\$250
- Level 7 \$51 -149
- Level 8 \$50

ITEM DESCRIPTION*: _____

RESTRICTIONS/EXPIRATIONS (If Applicable): _____

VALUE: \$ _____

DONATIONS WILL BE:

- Attached to this form
- Delivery required (a Swami's representative will contact you to schedule a time and date for pick-up)

Please complete and return this form to: Swami's Surfing Association, Attn: Sam George 110 S. Kihridge Lane, Encinitas, and Ca. 92024

Please include photos, brochures, business cards, certificates, or other information that may be helpful describing your donation.

A signed tax affidavit will be provided by Swamis Treasurer upon receipt of donation.