

April 25, 2014



Proceeds Benefiting:



Dear Growler Sponsors,

Plans are underway for our 7th Annual Growler Invitational Beach Volleyball Tournament. The tournament has been hugely successful and has grown into the Largest Sporting "Social" event of the summer. No other event can compare to the community networking and volunteer efforts from our 6 neighborhood Swim Clubs. These clubs represent exposure of over 2,200 member families concentrated in the North Raleigh area. Our events drew over 600 persons nightly to play or cheer for their favorite teams. Our plans are to expand from 28 to 32 teams this year and possibly bring in another club into our fold.

The Growler also represents a mission to provide funding for children's cancer research. In the past three years, we have raised over \$37,000 for St. Baldrick's Foundation. Our efforts are snow balling each year as last year we exceeded over \$20,000. We've inter-twined our fund raising with the tournament by offering team incentives for the team that raises the most, allowing \$5 mulligan's, and having a raffle the final night. Last year we had 51 different individuals sign up with online campaigns and 30 people to participate in the St. Baldrick's traditional head shaving. Revenue is also raised through corporate sponsorships, registration, t-shirt sales, and admission fees for non players. All profit from the event is donated. After expenses, we were able to cut a check for \$3,500 to St. Baldricks to help with our \$20,000 effort.

Of course we cannot do this without the support of our Sponsors. Our sponsor involvement has been tremendous to help us keep our cost down and profit up. Last year we had 32 corporate sponsors including donations of food and drink from PF Changs, Lynnwood Grill, Car Ale House, Casa Carbon, Tacos 'n Tequila, Moe's, Leesville Tap Room, Chick Fila, Frito Lay, Whole Foods and RA Jeffreys. We've also received many cash donations and donated services that have kept our expenses down. We need your support again. With anticipated larger crowds, we'll need even more to support this year.

Our sponsors are very important to us and I'll do whatever I can to provide you maximum exposure throughout our event. Your logo will be printed on over 380 t-shirts, several giant banners displayed at several of the host clubs, links from our website, and other onsite promotional opportunities. I've attached a flier with more information and the levels you can contribute.

The 4 week event will start Wed. July 30th followed by the next 3 Tuesday Nights which concludes on Tuesday Aug 19th at Springdale Recreation Club.

Please contact me to let me know if you will be participating this year.

Check out our website for more information: GrowlerVolleyball.com

With much appreciation,
Mark Williams
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Springdale Recreation Club
Growler Organizer