



# 2011-2012 Match Point Invitational SILVER SPONSOR Package Benefits

Match Point Invitational • P.O. Box 50213, Palo Alto, CA 94303 • 408.866.6598 • John Wyckoff, League Manager



Thank you for your interest in becoming a SILVER Level Sponsor for the Match Point Invitational Bowling League at Homestead Lanes in Cupertino. A Silver Level Sponsor will provide the league with a donation in the amount of \$2500.00 for the 2011-12 bowling season, which could be an advertising tax write-off for your company. Our other sponsors would be happy to provide references for the league, including the San Jose Improv (Platinum Sponsor); Hammer Bowling; Homestead Lanes; Alford Plumbing and StynesGroup® Keller Williams Realty. Each of these companies has seen the value of their sponsorship dollar.

Nearly 70 million people bowl at least once a year. In June of 2011, the Bowling Proprietors Association of America released findings from a Simmons Research Data study of adults, aged 18 and over, that showed bowling to be the #1 participant sport in the U.S. The research analyzed consumer sentiment among more than 24,000 American adults, and found that bowling had a participation level of nearly a quarter of the population (22 percent). That allowed bowling to roll into the top spot past such popular sports and activities as basketball, golf, aerobics, baseball and yoga.

The average person spends 2.5 hours when visiting a Bowling Center and bowlers have an average household income of \$71,200.00 (slightly higher in the Bay Area). Your company will be featured at Homestead Lanes, on the scoring monitors and in the Match Point Kiosk to reach approximately 3,000 local residents in the target demographic of 18 – 45 year olds each week. This demographic includes League Bowlers, Casual Play Bowlers, Organized Play, Company and Birthday Party Participants.

We will provide a direct link to your website from the Match Point website ([www.matchpointinvitational.com](http://www.matchpointinvitational.com)) to drive traffic to your company. Many sponsors use this opportunity to add an incentive for purchase, i.e. percentage off discount; additional free item with purchase; free installation; etc. As a SILVER Level sponsor your company will have a prominent spot on the homepage.

Exclusive Rights & Tangible Benefits include:

- ☛ **Exclusivity** - no other “like business” will be allowed to sponsor the league at the Gold or Silver Level.
- ☛ **375 FREE GAME** passes will be provided by Homestead Lanes for distribution to clients, employees and/or family members. Passes will be distributed in increments of 125 in September, December and March. **-\$1250 value**
- ☛ **Your name** listed on the weekly league stat sheets for each of the 35 weeks of league play.
- ☛ **Advertising** on the scoring monitors throughout Homestead Lanes (Graphics provided by sponsor).
- ☛ **Recognition** in Match Point’s Full-Page advertising spread in Northern California Bowling World Magazine.
- ☛ **Web Link** to Company website from Match Point website including a “Coupon Offer”, if desired.
- ☛ **Tax Deduction for Advertising.** Promotional costs that create business goodwill - for example, sponsoring a bowling league - are deductible as long as there is a clear connection between the sponsorship and your business. Listing the business name on the league stat sheet or on the website is evidence of the promotion effort.

Sponsor payment is due on or before September 1, 2011. Feel free to contact me if you have any further questions, comments or concerns. I look forward to hearing from you at your earliest convenience.

Sincerely,  
John Wyckoff, League Manager, Match Point Invitational  
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