



Pittsford Crew
P.O. Box 331
Pittsford, NY 14534

Dear Business Colleagues,

For thirteen years, Pittsford Crew has been helping the youth of our community discover the life-long sport of rowing. Every season, more than 120 area youth from Monroe County participate in our competitive and skill building programs. For six weeks each summer, our "Learn to Row" developmental program draws close to 300 student-athletes, who go on to join Pittsford Crew or the rowing teams in their respective towns. We travel the state representing the Rochester area at some of the most competitive regattas available for junior rowers and we are hoping you might want to be a part of this exciting and growing youth activity.

Competitive rowing has gained tremendously in popularity nationally and in New York State, and it is now booming in the greater Rochester area. There are more than five local clubs that involve hundreds of youth, their parents and extended family members. Across the State there are over 80 clubs and high school teams that involve thousands of rowers. You may have seen the long, slender shells as they glide atop the Erie Canal, propelled by the synchronous and powerful strokes of eight student athletes, guided by a ninth youth who sets the cadence. The team participates in eight or nine regattas annually including The New York State Championship in Saratoga Springs. Our athletes have competed in the Head of the Charles Regatta in Boston, one of the largest and most competitive regattas in the U.S., and the National Club Championships, where they face some of the best teams in the U.S. Thousands of spectators see us in action each year, and we were wondering if you might like to be seen too, as one of our sponsors.

Pittsford Crew is entirely supported by parents, volunteers and fundraising; all of our funds are reinvested in the program and used for equipment, coaching, and competition. To expand our outreach we have developed a corporate sponsorship program. There are opportunities to be involved at two different levels:

Gold Medal (\$500 contribution, one year):

- ◆ Your company logo will be embossed on a large banner that will be prominently displayed on the Pittsford Crew tent at all of our eight competitive events during the 2011 year.
- ◆ Your company logo will be displayed prominently on the Pittsford Crew website and identified as a sponsor.
- ◆ Listing as a regatta sponsor on our website and all printed materials for the Pittsford Regatta (spring) and The Pull-the-Plug Regatta (fall). Both events are held on the canal in the heart of Pittsford Village (Schoen Place).
- ◆ Your company logo will be displayed prominently at the Pittsford Crew boathouse and the adjacent Pittsford Indoor Rowing Center, where hundreds of area adults row throughout the year.

Silver Medal (\$250 contribution, one season):

- ◆ Your company logo will be displayed prominently on the Pittsford Crew website and identified as a sponsor.
- ◆ Listing as a regatta sponsor on our website and all printed materials for either the Pittsford Regatta (spring) or the Pull-the-Plug Regatta (fall).
- ◆ Your company logo will be displayed prominently at the Pittsford Crew boathouse and the adjacent Pittsford Indoor Rowing Center, where hundreds of area adults row throughout the year.

This year the Pittsford Regatta takes place during Memorial Day weekend, with races on Saturday May 28 and Sunday May 29, 2011. Approximately 20 clubs from around the Northeast and almost 100 master rowers will participate. We hope that you'll consider joining us as a sponsor by sending the attached form with your tax-deductible contribution made out to Pittsford Crew. If you have any questions about Pittsford Crew or the sponsorship program, please contact us at the numbers below. Then come join us on the banks of the Erie Canal on Memorial Day weekend to witness the excitement that your support can generate. Thank you for your consideration!

Sincerely,

Suanne Lippman
President, Pittsford Crew

Kenneth Plotkin, M.D.
Board Member, Gold Medal sponsor, 2010

Pittsford Crew Sponsorship Form

Company Name: _____

Contact Name: _____

Phone Number: _____

Fax Number: _____

Email Address: _____

Website URL: _____

Sponsorship Level:

_____ **Gold Medal (\$500):** all of 2011, including spring and fall seasons

_____ **Silver Medal (\$250):** _____ spring season _____ fall season

Contact Information: slippman@pittsfordcrew.org; 385-8996
or kplotkin@pittsfordcrew.org; 425-1215.

Pittsford Crew is a 501(c)(3) organization and your contributions are fully tax-deductible. Please make your check payable to Pittsford Crew.

Thank you for supporting the youth of our community!