

I would like to present, for your review, a new marketing tool that would help promote your business, brand its products and services, and help you retain or gain profitable customer relationships, and at the same time help America's youth.

Recently, The Boston Globe had an article indicating companies are looking for ways to be identified with helping athletes. They felt that in helping America's youth, this may make a difference in the path the young person chooses. These companies want to make a difference in these young people's lives and at the same time provide more PR and branding for their companies. *AllSportRating* can offer this kind of opportunity to your business.

Many average to above average athletes do not realize they can play *sports after high school*. They have no idea of how to get rated or evaluated so they can find athletic scholarships to play at the next level and beyond. Providing this service to America's youth could really help them dream again. There are many athletes in your area that are in need of finding sponsors to help them.

AllSportRating offers the ultimate promotional service and networking community for athletes that want to move to the next level of play. Average to above average athletes of all ages can finally be recognized.

AllSportRating provides a robust feature-rich website for athletes in virtually any competitive sport-plus a proprietary rating system--"*The Pelatan Formula*" that rates the athletes and compares them to athletes in the same sport and position -anywhere in the world.

AllSportRating using "*The Pelatan Formula*" opens up so many more opportunities for the athletes and also give athletes, recruiters, and coaches a good idea of what level of play they are likely to be successful in. "*The Pelatan Formulas*", created by Aime Pelatan, a math wizard, were developed after years of study, calculation, testing, consultation with coaches, and continual refinement. *AllSportRating* was introduced to athletes six years ago in Europe and has been used repeatedly since that time to validate the accuracy of the formulas.

AllSportRating's mission is to help athlete's succeed. If your business joins with *AllSportRating* as a sponsor of athletes in communities around the country, together, we can help make a significant difference in the lives of young people. With our system and with your help, we will be able to help kids dream and help them take the right path. They will have so many more opportunities and if they choose to follow the system, they can succeed. This is truly a WIN-Win for ALL.

Becoming a sponsor provides GREAT VALUE for your business!

Show your support by helping fund athletic, band, cheerleading and other programs at your local school or club - give your local athletes a better opportunity to earn a college scholarship - while advertising your business in your community - even national and international exposure of your business through our searchable database of athletes, schools, and clubs. Your ads will appear on every athlete profile you sponsor, as well as their team profile. In addition to all the other exposure, *your logo and link will also appear on the Sponsor/Partner page on the front of the AllSportRating homepage. This site currently has around a million hits a month and this is growing.*

Your business will receive for a period of 1 year with the purchase of a sponsor pack:

- A sponsor website that will feature your;
 - Personalized header, logos, content*
 - A customizable coupon page**
 - A link to your main business website
 - Feature bios & pictures of your company staff
 - Video upload for commercial or special message just like Fortune 1000 companies have on Google and Yahoo at a small fraction of the cost.
 - Your Sponsored Teams and Athletes will be featured on your site
 - Message system and comments blog for all those that join your "contact list"
 - Earn \$25 each time a new participant's profile is purchased through your sponsor site (private parties purchasing profiles must select from our list of sponsors - the selected sponsor in turn, will appear on that student participant's profile and be acknowledged for their contribution to the athletes sports program) OR you could elect to have your earnings roll over into a company sponsored scholarship fund and *AllSportRating* will add an additional \$5 for each paying profile. WOW! A self funding scholarship!
- Logo and/or Banner ads on each athlete profile you have sponsored that link into your sponsor website (Platinum sponsor pack will include small (125x125 pixel) rotating ad on team site - Diamond pack includes large rotating ad on team site (728x90 or 300x250).
- **40% of all sponsor package proceeds go directly to the athletic program you have sponsored!**
- Possibility of additional "FREE" media coverage from other sources in your community which will provide great PR!
 1. Have a display of the athletes you sponsor at your business
 2. Run Contest and promotions to find the athletes you want to sponsor
 3. The media may help you do these promotions to help the schools and teams and at the same time help your business.
 4. Have the school hand out coupons for your business
 5. If you choose to give the school or team a scholarship in your business name think of the PR this will provide.
 6. When one of the athletes you sponsor wins a championship or wins an award, your business could be recognized for helping this athlete.
- You can choose the athletes geographically from the team, school, and sports that you want.

Sponsor as many athletes, band members, etc. from as many organizations as you would like.

As a participating merchant you can increase traffic to your business with our coupon program - Coupon offers can be created and printed out right from your sponsor page!

How it works...

Any business that sponsors a participant will receive advertising on that athlete/team web profile. The more athletes you sponsor, the more advertising you will receive. Every sponsorship provides funding to these kids programs - and unlike a candy bar or car wash, actually gives the athlete something to show for their efforts!

There are three sponsor packages to choose from to fit your business needs: Gold, Platinum, and Diamond. If you would like to sponsor more athletes, we can help set that up too. We offer monthly installment programs and also there are opportunities for your business to take part in our dynamic National Advertising Program.

We look forward to talking to you and getting you started in this win-win program.

Thank You!



TEAM SPONSOR PACKS providing Advertising Value for ONE YEAR!

BE A WINNER! Help Your Business/Help Athletes!

Team packs must be for only one team, school, or club organization.

- **Gold Sponsor Package** (Sponsor 5 athletes)
- 5 Allsportrating athletes @ \$125 each
- + \$249 one time website setup fee
- - Personalized Sponsor Website
- - Your company logo and link to your sponsor page will appear on each athlete profile
- - Income -OR- SCHOLARSHIP PROGRAM!

Total Investment for one year: \$874

(\$250 goes to athletes/participant's program)

This works out to be only \$72.83 per month for a powerful website-exposure for your business- helping athletes fund their sport programs.

- **Platinum Sponsor Package** (Sponsor 10 athletes)
- 10 Allsportrating athletes @ \$115 each
- + \$249 one time website setup fee
- - Personalized Sponsor Website
- - Your company logo and link to your sponsor page will appear on each athlete profile
- - Income -OR- SCHOLARSHIP PROGRAM!
- - Your logo w/link will also appear on Team page (small ad, 125x125 pixel)
- - Customizable Coupon Page!

Total Investment for one year: \$1399

(\$460 goes to athletes/participant's program)

This works out to be only \$116.58 per month for a powerful website-exposure for your business- helping athletes fund their sport programs!

- **Diamond Sponsor Package** (Sponsor 20 athletes)
- 20 Allsportrating athletes @ \$110 each
- + \$249 one time website setup fee
- - Personalized Sponsor Website
- - Your company logo and link to your sponsor page will appear on each athlete profile
- - Income -OR- SCHOLARSHIP PROGRAM!
- - Your logo w/link will also appear on Team page (LARGE AD, your choice of 720x90 OR 300x250 pixel)
- - Customizable Coupon Page!

Total Investment for one year: \$2349

(\$840 goes to athletes/participant's program)

This works out to be only \$195.75 per month for a powerful website-exposure for your business- helping athletes fund their sport programs!

If you would like to sponsor more athletes, let us know and we can help you with that too. You will not find a better advertising and PR Value. I look forward to walking you through and showing how this will benefit your business.