



Dear Potential Advertiser;

In most towns, the soccer organization is the largest youth sporting program and has the largest audience. If you are not familiar with our program, I would like to give you some background on who we are. Our program has over 1,000 Salem boys and girls enrolled over two (2) seasons each year. Our players range from 4 to 18 years of age with many families enrolling more than one child and visiting our field multiple times per week. The children participate in either an intramural program or compete against other towns via the Essex County Soccer League. This league brings in teams and their families from surrounding towns to our home field at McGrath Park. Salem Youth Soccer also hosts an annual tournament each Labor Day weekend, the "Salem Witches Cup". Our tournament accommodates over 50 teams from towns all over Massachusetts, New Hampshire, Maine, Rhode Island, and Connecticut.

As you can see, we are a very active organization and have a very attractive demographic reach. We pride ourselves in being the most affordable organized program for Salem's families and are trying to do our best to keep enrollment costs as low as possible. One way we are doing this is by offering an advertising campaign to companies like you. If you are deciding the best use of your advertising budget during these tough economic times, or are looking for a way to advertise while supporting your community, then this could be the program for you. If your target profile is Salem or the North Shore, this may be your best opportunity to reach out to a cumulative audience of over 10,000 people annually you're your company logo/message. Our membership is an active community that can be very hard to reach as they run between activities. The soccer field is a place where most parents get a chance to slow down which will allow your display message to impact them.

By advertising with SYS, your sign will be mounted in prime viewing space at McGrath Park all year round. Almost all of our teams are down at the field multiple times per week during the seasons, increasing the frequency that your message will be seen. Also as a City park, other organizations utilize this field as well. In addition to the visitors SYS brings to the field, your company's logo/message will be seen by Salem High School teams and families, Men's Leagues, Women's Leagues, private instruction groups, and "pick-up" game players.

We hope this is something you would consider as we approach the start of our 2009 spring season. Before making your decision, please allow me to review the program highlights:

Program Highlights:

- 4 ft x 6 ft sign
- Your logo/message professionally created
- Year round exposure
- Location: McGrath Field (off Marlboro Road)
- Potential Reach; 10,000+ people
- Demographic: Children – 4 to 18; Parents – mid 20's to mid 40's; Spectators – 40's+
- Regional Reach: North Shore, Essex County, Southern New England
- Program Costs: 1st year: \$600 (\$300 for sign and \$300 for advertisement sponsorship)
Following years: \$300 advertisement sponsorship

I would like to thank you for taking the time to read this letter about Salem Youth Soccer Advertising Partnership and I look forward to speaking with you about this opportunity.

Regards,

Chris Cantone
VP of In-town Program
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