

April 01, 2010



Friends of St. Jude:

I can imagine nothing worse than a catastrophic disease that attacks a child. The child and his or her parents need **Hope** to survive the physical pain and emotional suffering that they endure. We invite you to join the fishermen of the greater DFW area to raise funds for St. Jude Children's Research Hospital.

St. Jude Children's Research Hospital was founded in 1962 by Danny Thomas. It was his dream that this hospital would become a beacon of **Hope** for the catastrophically ill children of the world. His dream became a reality and is recognized as one of the world's premier centers for study and treatment of catastrophic diseases in children. St. Jude is the only pediatric research center where families never pay for treatment not covered by insurance, and families without insurance are never asked to pay. Danny felt "no child should die in the dawn of life because of cancer or other catastrophic disease". St. Jude relies on volunteer donations to accomplish its mission. Volunteers like us allow St. Jude to attract gifted researchers, and provide treatment to children who might not otherwise have the opportunity.

The *Bass Club of Ft Worth*, in conjunction with *Coors Distributing of Ft Worth*, hosted its first annual fund raising fishing tournament, on Lake Lewisville, in November 2008. Over 150 area fishermen were successful in raising \$7,200 in this first benefit for St. Jude. The second annual event, in 2009, successfully raised \$12,000 for this cause! Our unique format has a guaranteed payout that allows 100% of the net proceeds from every angler's entry fee to go directly towards this worthwhile cause! It is our goal to continue to grow this event and to become one of the premier fundraisers for St. Jude in the DFW area. The next tournament is scheduled for November 13, 2010, at Lake Lewisville.

We are seeking sponsors to partner with us in this effort. Strong sponsors will allow us to provide a first class fundraising event and tournament that attracts more people, and raises additional money for St. Jude. By joining us as a sponsor; you will connect with well over 150+ fishermen from all over the DFW area, their extended families and friends, and the host community's businesses and residents. More importantly, you will be helping to raise money for St. Jude Children's Research Hospital, and provide **Hope** for their patients.

I invite you to visit the St. Jude website, www.stjude.org if you have any questions about St. Jude Children's Research Hospital and their mission. Please join us in this worthwhile effort.

Thank you for your consideration,

Hershul Smith
Tournament Chairman

***3^d Annual Bass Club of Fort Worth / John McMillan Memorial
St. Jude Benefit Bass Tournament***

Sponsorship Commitment Information

Company or Individual Name:

Company Contact:

Address:

City: _____ State: _____ Zip Code: _____

Telephone: _____

E-Mail: _____

The organizing committee has put together the following sponsorship level packages; however, we welcome your ideas on arrangements that work best for your organization. Both cash and merchandise donations are welcome and appreciated!

- The “Hawg” \$1200
 - Introduction and on-stage opportunity at weigh-in.
 - On-site demo table opportunities
 - Items/samples/coupons in angler bags*
 - Logo/name on entry brochure, all mailings, and official poster
 - Logo/name on event display banners at registration, weigh-in
 - Company display banners at weigh-in*
 - 2 Complimentary tournament registrations

- The “Lunker” \$600
 - On-site demo table opportunities
 - Items/samples/coupons in angler bags*
 - Logo/name on entry brochure
 - Logo/name on event display banners at registration, weigh-in
 - Company display banners at weigh-in*
 - 1 Complimentary tournament registration

- The “Keeper” \$300
 - Items/samples/coupons in angler bags*
 - Logo/name on event display banners at registration, weigh-in*

* Note: Sponsor to provide Company display banners, items, samples, coupons, etc.

All donations of cash and merchandise, regardless of level, are greatly appreciated.

Donation levels listed above carry the described benefits; however, any level of support your organization can provide helps the overall goal.

Sponsors, whose level includes complimentary tournament registrations, will have the opportunity to fish with one of our leading club members. We will make available, to those sponsors, should they choose, the equipment & expertise to make this event an enjoyable personal outing that has a much higher purpose.

Merchandise will be used for various fundraising activities such as raffles, silent auctions, live auctions, door prizes for paid entry, or other similar activities.

The event committee will determine the best way to maximize fundraising for all merchandise. All merchandise donations are welcomed and appreciated. Examples of merchandise donations from past events include:

- *Fishing equipment and tackle*
- *Hunting equipment / gear*
- *Guide Services*
- *Boating / marine items*
- *Clothing*
- *Sports memorabilia*
- *Gift Certificates*
- *More.....*

Just about anything can be converted to cash and sent on to St. Jude!

Please send donations or commitment form to the following address:

**Coors Distributing Co.
Attn: St Jude Tournament
2550 McMillan Pkwy,
Ft. Worth, TX 76137**

E-Mail us at stjudetournament@charter.net or call Hershul Smith @ 817-343-0944 and we'll be happy to answer your questions, or help to arrange transportation or shipping for your donations.

Remember.....All donations are tax deductible!

