



March, 2017

Dear Junior Sailing Supporter,

The 2017 summer sailing season is right around the corner, which means it's time for us to reach out to our wonderful community and let you know about our exciting 2017 Jr. Sailing Sponsorship Program! The program is entering its 12th successful year, and has proven to be a great opportunity for our friends and neighbors to support Jr. Sailing while advertising their company or organization.

Here's how the program works: in the next year we will design at least six T-shirts for our program. These are worn by sailors across the Bay Area who attend our summer program, or race in one of the regattas we host. In return for sponsoring Jr. Sailing with your donation, your company's logo will be displayed on all of our shirts in 2017, and as a bonus it will also be displayed on our website (simple link).

The Jr. Sailing Sponsorship Program is designed to be mutually beneficial. The donations of our sponsors are a critical tool in keeping our program fees low for our sailing families and in supplementing our ability to purchase or update boats and equipment. The company logos of our sponsors get very wide circulation, as we're anticipating printing and distributing at least 600 shirts among Bay Area sailors and families. If you're interested in participating in the 2017 Jr. Sailing Sponsorship Program, here's what you need to do before May 1st:

1. Make a donation: Please make out your checks to Encinal Yacht Club. Checks can be mailed directly to the club with "Attn: Junior Sailing" included on the envelope. We recommend a \$500 donation, but for donations of \$1,000 or more we'll display your logo on one of our safety boats for 2017. In-kind donations (valued at \$500 or more) are also welcome in lieu of cash donations. We are always looking for in-kind support from our sponsors including donated parts, equipment, labor, education, services, etc. If you wish to make an in-kind donation, please provide us with an invoice noting the value of your donated goods or services.

2. Email us your company logo: Please email your company logo to juniors@encinal.org by May 1st in EPS or TIF format. (If you are a returning sponsor we already have it on file.)

The EYC Jr. Sailing Program is a four-time recipient of the Pacific Inter-Club Yacht Association (P.I.C.Y.A.) Chester Nimitz Award for "Most Outstanding Youth Sailing Program in the Bay Area." We're proud of what we've accomplished, and we know that a huge part of our success comes from the support of sponsors like you! Thanks for helping us put kids in boats and spread the joy of sailing to new generations. We couldn't do it without your help!

Sincerely,

Mike Scott
Encinal Yacht Club
Program Director