



## **MASTER BOWLERS' ASSOCIATION OF ONTARIO**

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2009-2010 Bowling Season

### **SUBJECT: SPONSORSHIP OPPORTUNITY WITH THE MBAO**

Dear Potential Sponsor:

I would like to introduce to you, a sponsorship opportunity with the Master Bowlers' Association of Ontario (MBAO). The Master Bowlers' Association of Ontario was established in 1964, leading the industry with over forty five (45) years of 5 Pin Bowling excellence. With such history, the Master Bowlers' Association of Ontario has developed a large alumni pool and a current active players list of over 600 men and women.

That being said, there is a large diverse market for your company, to advertise goods or services to our MBAO membership. From creating company awareness to increasing sales, the Master Bowlers' Association of Ontario is the ideal marketing platform for reaching new customers. The MBAO invites you to tap the marketing power of our association. Your integrated package of benefits includes:

- ❖ Company Logo on the bowler's sleeve (3 inches x 4 inches)
- ❖ Website Advertising
- ❖ Exposure to the bowling community
- ❖ Event Presentation of a Sponsorship Plaque
- ❖ Advertising programs through Association database (we do the mailing for you)

The Master Bowlers' Association of Ontario has tremendous popularity and high visibility to create the perfect hook for increasing consumer sales and giving a community profile to your company.

The fee for this partnership and benefits is \$500.00. This would be a year-to-year agreement between the MBAO, the bowler and your company. At the end of each fiscal year we can evaluate the program and renew for the next bowling season.

The MBAO is looking forward to having your company as part of our large family. You will be providing important sponsorship funds for our athletes as we continue to strive for excellence. If you have any questions or concerns, please contact the MBAO Provincial Office at (416) 426-7165 or [office@mbao.ca](mailto:office@mbao.ca),

Yours truly,

Dave Johnson  
Director of Operations