

9/9/2009

Dear Southwest Forsyth Little League Family:

Rarely does one get the opportunity to get involved in a cause that touches so many different parts of our community. Southwest Forsyth Little League impacts economic development, community building and most importantly.....our kids. I have experienced firsthand the benefits of youth baseball & softball in all of these areas and I am excited about our future.

Our organization has steadily grown since its inception in 1962, confirming the value of our quality programs, facilities and coaching. Our capital campaign represents the next step for SWFLL in our quest to be the best Little League in North Carolina and will enable us to increase our capacity to accommodate the tremendous growth in youth baseball and softball and address the league's priorities:

- **Building strong, active kids**
- **Teaching life skills such as discipline and teamwork, confidence and resolve, and collaboration and focus**
- **Making a positive impact on the local economy by bringing youth baseball and softball enthusiasts from across the Southeast to tournaments hosted at our complex**

Please join us in supporting the campaign and making a pledge today using the pledge form on page 4. Let's make SWFLL the best for many years to come.

Regards,

Barry Leonard
President
Southwest Forsyth Little League

Campaign Priorities

In 1962, E.K. Whitener, Jr. had a dream. After relocating from New Jersey to Clemmons, North Carolina, E.K. quickly realized there was not a Little League organization in either Clemmons or Lewisville. With help from friends, E.K. established Southwest Forsyth Little League and began his first term as President. In a few short years after inception, SWFLL won its first of many NC District 2 and State Championships. In 1966, SWFLL became the first NC District 2 Little League to participate in Big League Baseball. At this time, SWFLL was considered the largest Little League in the nation.

In 1974, SWFLL added the softball program. After a few years, the girls began winning their own NC District 2 and State titles.

In 1979 a visionary group of men and women worked to finance the purchase of our existing property, spending over \$300,000 to do so. Shortly thereafter we raised over \$70,000 to sod and irrigate Field 1 and Field 3 and add new lights to Fields 1, 3 and 4. Since 1999, we have spent over \$360,000 on projects that include land, new concessions, Field #2 lights, concrete, and equipment.

It is now time to add our own chapter to the rich history of SWFLL. This campaign will enable SWFLL to increase our capacity to accommodate the tremendous growth in youth baseball and softball and address the league's priorities:

- Building strong, active kids
- Teaching life skills such as:
 - Discipline and teamwork
 - Confidence and resolve
 - Collaboration and focus
- Making a positive impact on the local economy by bringing youth baseball and softball enthusiasts from across the Southeast to tournaments hosted at our enhanced complex.

Facility Enhancements

To our existing, beautiful 7 field complex, we plan to add the following elements to provide our young baseball and softball athletes an ideal environment to play and practice:

- New Pavilion and Wall Overlooking Field 2
- Field Turf on Field 3 and Field 4
- New Fencing and Lighting for Field 1 (replacing the 30 year old lights)
- Redesigned Enhanced & Expanded Outdoor Batting Cages with Field Turf
- New Batting Cages Behind Field 4
- New T-Ball Field
- Bathroom on Lower Portion of Complex

Potential future projects include:

- New Fencing and Scoreboard Relocation on Field 4
- Lighting for Field 5
- Lighting for Field 7

Access for More Kids

In addition to providing much needed capacity for a growing number of players and teams, a significant benefit of our enhanced complex will be expanded opportunities to share baseball and softball with children who might not otherwise encounter the sport. With these facility improvements, SWFLL will continue to provide the Little League Challenger program to special needs kids. The Challenger program benefits participants and their families as well as our players and teams as each player has the opportunity to serve as a buddy to a Challenger player at least once per season.

Benefits Local Businesses

Improved capacity and the appeal of a well-appointed baseball and softball complex will now enable our community to hold more large - *and profitable* - regional baseball and softball tournaments, bringing children and parents from across North Carolina and the Southeast to our area. The many social and economic advantages of this cannot be over-estimated. Local businesses will discover the powerful economic engine that accelerates when people come together to enjoy the national pastime. As youth baseball and softball enthusiasts from around the Southeast flock to our wonderful complex for exciting tournaments and other special events, local businesses and services will benefit tremendously. Combining the joyful energy of childhood with the competitive spirit of sport is a well-known recipe for success in other youth sports-friendly cities and towns.

Individuals, Families, Members

Please consider how you can be a part of this next chapter in the rich history at Southwest Forsyth Little League.

I/we pledge the following contributions:

{ } Grand Slam – \$10,000 (paid over 36 months)

{ } Home Run – \$5,000 (paid over 36 months)

{ } Triple – \$2500 (paid over 36 months)

{ } Double – \$1,000 (paid over 12 months)

{ } Single – \$500 (Paid over 6 months)

Or I can make a one-time donation of \$_____ (make checks payable to SWFLL)

We will automatically draft your payment from your checking account or apply it to your credit card on the 15th of each month beginning Nov 15:

Name(s):_____

Address:_____

Phone:_____

Email:_____

Payment () Visa () Master Card – Card Number _____ Exp Date _____

Security Code _____(3 digit number on back of card)

Checking Info: Routing Number _____ Account number _____

Your kind response is appreciated by Oct 1, 2009.

Contributions are tax-deductible.

SWFLL will recognize each donor at our complex.

Please return this form to Barry Leonard via fax to 336-778-9307, email at bleonard7@triad.rr.com or mail to 145 Whitmore Cove Ct. Clemmons, NC 27012.

Corporate/Foundation Opportunities

Platinum: \$500,000 paid over 5 Year Period

Naming rights to the complex

Gold: \$150,000 paid over 3 Year Period

Naming rights to Field 4/Challenger Field

Silver: \$100,000 paid over 3 Year Period

Naming rights to Field 2, Field 5 or Field 7

Bronze: \$45,000

Light a Field or Naming rights to the Batting Cages

Miscellaneous Sponsorships: \$25,000: T-Ball Field

\$20,000: New Pavilion

\$20,000: Existing Pavilion

\$5,000: Batting Area Behind Field 4

FAQ/ Frequently Asked Questions

Q. If SWFLL already has the land and fields and has secured a loan to pay for the improvements, why do we need to raise money to pay for these improvements?

A. SWFLL secured the loan because it represented an extraordinary opportunity. We were able to finance the improvement, but raising the funds will enable us to refinance the project and complete important aspects of the master plan, such as field turf on Field 3 and/or 4, enhanced practice areas and the new pavilion near Field 2.

Q. Who will be our primary donors to the campaign?

A. We are seeking gifts from corporations, foundations, philanthropic individuals and SWFLL families, from whom we hope to raise the majority of the funds needed for the renovations.

Q. What is the fundraising goal for SWFLL parents, grandparents and friends, and how will those funds be used?

A. The goal for parents, grandparents and friends is \$250,000. We have borrowed money to begin making improvements to the complex, but reaching our goal in pledge commitments from parents will enable us to accomplish more aspects of the master plan and allow us to complete many of the projects by mid-2010.

Q. My son or daughter is an active player and we already pay a lot of money for them to play baseball/softball at SWFLL. How much more should we be expected to pay?

A. We realize that playing youth baseball/softball is not the least expensive extracurricular activity for your children. However, SWFLL fees rank in the bottom 50% of similarly sized youth sports organizations in North Carolina. Moreover, our enhanced complex will provide significantly more value for our players and teams. We strive to keep fees as low as possible by subsidizing rising costs through fundraising events. We are confident that the pavilion, field turf fields and enhanced practice area will provide significant new revenue streams through concession sales, facility rental, tournament entry fees, etc. The sooner we are able to open our pavilion, field turf fields and enhanced practice area, the sooner we all will benefit from the increased revenue. But we must raise the funds to pay for them!

FAQ/ Frequently Asked Questions

Q. What else can we do?

A. Be an advocate for SWFLL and please support our campaign. Ask your employer to consider supporting SWFLL through their marketing department or a donation. The more support we get, the more additional features we can consider for our complex.