



2009 CAN SOFTBALL TOURNAMENT SPONSORSHIP PROJECT

**13TH Annual CAN
Softball Tournament
August 8-9 and 15, 2009**

NASA Goddard
Softball Complex

Past Champions:

James Madison, 2008

Maryland, 2007

Colgate, 2005

Maryland, 2004

James Madison, 2003

Penn State, 2002

Penn State, 2001

Virginia Tech, 2000

Syracuse, 1999

Michigan, 1998

Texas, 1997

OBJECTIVE:

To obtain financial sponsorships for the 2009 CAN Softball Tournament through an array of sponsorship packages. The packages range from \$500 to \$12,000 and comprise tiered benefits to potential sponsors, including, but not limited to, promotional banners along the outfield fences, advertising in all event materials and the CAN website, as well as naming rights of the tournament and awards.

GOALS:

Through an increase in sponsorship donations, CAN will be closer to its ultimate goal of being able to offer scholarships to area high school students and make donations to alumni chapters' scholarship funds. Additionally, more sponsorship dollars will enable CAN to provide more programmatic events to its members and over time, lessen participation fees and costs associated with the sports leagues and tournaments. Finally, by reaching out to corporate sponsors, CAN will be able to generate the publicity it needs to raise awareness of the organization and its signature event.

IMPLEMENTATION PLAN:

As an all-volunteer organization, CAN is reaching out to you, its members, in order to maximize its sponsorship reach. We all know someone in business, or have a contact to someone, that might be of interest in becoming a sponsor of the upcoming softball tournament. Thus, we are hoping that you are willing to reach out to someone (or some company) on our behalf or provide us with any contacts you may have in the business community. However, to harness this approach and provide some uniformity, CAN is asking that you first contact Mark Tallarico, Vice President, who is managing our sponsorship efforts. Mark will provide you with the materials you need, answer any questions you may have and ensure that we're not operating in a vacuum.

INCENTIVES:

For anyone who secures sponsorships or provides a contact that leads to a sponsorship, CAN will either pay you, or make a donation to your chapter's scholarship fund, on your behalf, in the amount of 10% of the cost for any sponsor packages you obtain. CAN will only provide up to a total of \$400 to individuals, but will not limit the amount it will donate to chapters' scholarship funds.

CONTACTS:

If you are interested in being a part of the Sponsorship Project, please contact Mark Tallarico via email at mark@dcalum.org or by phone at (202) 257-7062.

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