

2021

The Rockford Heat AAU Basketball Organization would like to **THANK YOU** for your donation in the past years. Rockford Heat has officially completed our 8th senior class this season and now has over **95 players** that are going to fulfill their dreams of playing college basketball while getting their education. In the last 8 years our athletes have surpassed over 7.3 million dollars in Academic and Athletic scholarships.



Rockford Heat averages 12 athletes a year that earn scholarships to continue to play basketball while earning a college degree.

As you lay out your donations for 2021, we humbly request your financial support to help our players. Your support is not just another donation, but an investment in our youth and our community. Through our experiences, we know that young athletes who have strong support networks and opportunities – such as Rockford Heat Basketball – at an early age tend to graduate from high school and make better personal choices, in the present, and in the future. Our goal is to develop young athletes not only into excellent basketball players, but also into outstanding student athletes that – because of their participation in our program – have higher chances of being selected to play and succeed at the collegiate level.

Being part of the AAU Basketball Organization provides the opportunity to travel around the Midwest for highly competitive tournaments. Currently, we are seeking sponsorships at various levels. Through your generosity, we will be able to provide uniforms, tournament fees, travel (hotels, food, etc.) and other accessories for student athletes who would otherwise be unable to purchase these items. The ROI (return on investment) for your donation is unprecedented; for every **\$1,000** donated, the return averaged **\$101,500** in college scholarships resulting in these young women being able to live out their dreams for the Class of 2020

We have multiply levels designed for your consideration:

Championship-\$5,000, Runner Up-\$2,500

3 Point Play-\$1000, Jump Shot-\$500, Lay Up-\$250

Rockford Heat Foundation is a 501(c)3, EIN 82-5321774

*Member of NICNE

Your sponsorship at ANY amount will help our program to achieve our goals. I would honor the opportunity to discuss any portion of this request with you and provide actual data on athletes.

Thanking you in advance for your consideration.

Sincerely,

John Penney

Rockford Heat

815-871-4112

John.penney@rockfordheat.com

www.rockfordheat.com

Checks can be sent to: Rockford Heat Foundation
4692 Chandan Woods Dr.
Cherry Valley, IL 61016



Sponsorship Levels Designed For Your Consideration:

- **Championship-\$5,000**
- **Runner Up-\$2,500**
- **3 Point Play-\$1000**
- **Jump Shot-\$500**
- **Lay Up-\$250**

| | |
|------------------------|--|
| Name | |
| Company Name | |
| Billing Address | |
| City, State, Zip Code | |
| Telephone(Best Number) | |
| Email | |

Your sponsorship at ANY amount will help our teams to achieve our goals. I would honor the opportunity to discuss any portion of this request with you and provide actual data on the multitude of athletes and their successes.

Acknowledgement Information:

We will use the following name(s) in all your acknowledgements. (Indicate if you do not want your name listed-it would be listed as "Anonymous")

List Name Here: _____

Please make checks payable to Rockford Heat Foundation
4692 Chandan Woods Dr., Cherry Valley, IL 61016.

NOTE: All Sponsor logos can be sent to john.penney@rockfordheat to be used for acknowledgement on social media or print advertisements.

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