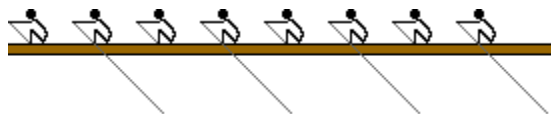




McLean Crew



*McLean High School Crew Club
Rowing from Thompson Boat Center, Georgetown, Washington, DC
P O Box 7104, McLean, Virginia 22106-7104*

John Smith
President

Kent Arnold
VP Administration

Carol Sanders
VP Ways & Means

Stephen Keller
VP Operations

Tamara Thies
Secretary

Laura Warren
Regatta Chair

Rex Taylor
Treasurer

PR Wheeler
Member at Large

Curtis Frazee
Member at Large

Member:



Dear McLean Business Leader,

In just over a decade the McLean High School Crew Club has gone from a fledgling organization to a nationally recognized program which last year brought home a state championship. **Because rowing is not recognized as an “official” sport in Virginia the Club must raise all of its own funds to exist and compete.**

For an athletic activity to be deemed a sport, at least one-half of the schools in the state must be able to compete. With limited waterway access in much of Virginia, there just aren't enough schools offering rowing to meet that requirement. That means that in addition to the grueling rigors of crew with daily practices, including early morning rows on the Potomac during the spring season, **MHS Crew Club members must fund the entirety of their sport on their own.**

Rowing is an expensive sport but one that turns young men and women into leaders. The graduates of our program have attended some of the most prestigious universities in the country – schools like Princeton, UVA, MIT and the University of Pennsylvania. Two of our graduates competed on the U.S. crew team at the Olympic Games.

The program has had many successes since we began just twelve years ago. McLean Crew has won 28 State and Regional Championships, claims 2 prestigious Stotesbury Championship Boats and 3 National Championship Boats. Six of our rowers have been US Rowing Scholastic Honor Roll inductees. That's a fantastic record for such a young program.

Our parents pay high annual dues to keep the program running. We also hold three main fundraisers each year; leaf raking in the fall, an ergathon in mid January and our largest fundraiser of the year, our annual Mulch Sale, in March. Even with all of this, we can't keep up with the growing costs of the sport as the MHS crew program has gained in popularity and needs more boats, equipment and coaching.

To help meet our funding requirements, this year we are instituting a **McLean High School Crew Club Community Sponsorship Program** – offering the business leaders of McLean an opportunity to sponsor our club in return for recognition and exposure in the community.

There are four levels of sponsorship - bronze, silver, gold and platinum. **All contributions are tax-deductible as MHS Crew Club is a 501(c)3 organization.**

Sponsorship Levels

Bronze – ¼ page advertisement in our annual sponsorship program	\$ 125
Silver - ½ page advertisement in our annual sponsorship program	\$ 250
Gold – full page ad in our annual sponsorship program, placement on the MHS regatta banner that adorns our Club's tent at all of our regattas	\$ 500
Platinum - full page ad in our annual sponsorship program, prominent placement on the Club's regatta banner <i>and</i> recognition on the MHS Crew Club's website	\$1,000

Your support will be widely recognized by the community. Our sponsorship program brochure will be distributed to upwards of 500 households throughout McLean who order mulch during our spring fundraiser. The banner will travel with us up and down the east coast to regattas during our spring season, displayed on our Club tent. We will be promoting your organization proudly!

Your generosity will help pay for the boats, oars and other equipment, transportation to and from the boathouse and regattas, regatta fees and coaches. With your help we hope to capture a championship this coming May at Nationals in Saratoga Springs, NY.

We won't forget the generosity of our sponsors and you can be sure that we'll sing your praises in the community and frequent your establishment. Won't you please help us go to the next level this year by contributing what you can?

For more information please contact Elizabeth Frazee at (703)790-8579 or elizabeth@tlstrategies.com. In order to be a part of our first release you should contact us by March 31. If you decide to sponsor our club we'll need the wording of your choice for your ad and a camera-ready copy or electronic file of your company logo sent to Elizabeth's email address.

You can give your sponsorship check to the rower/s visiting you today or mail it to:

**McLean High School Crew Club
PO Box 7104
McLean, VA 22106-7104**

McLean Crew Club, Inc. is a 501(c)(3) organization
Our Federal Tax ID # is 54-1834730

Thanks again for your generosity and support,

The Young Men and Women Rowers of the McLean High School Crew Club