



Lehigh Township Athletic Association
Treichler's Field House
411 Willow Road
PO Box 534
Treichlers, PA 18086
www.ltaasports.org ⇔ info@ltaasports.org

TO: Lehigh Township Area Business

18 February, 2009

RE: Advertising Requests

As the spring sports season rapidly approaches, the Lehigh Township Athletic Association (LTAA) is set to kick off our advertising request campaign. Typically, the spring sports season sees our greatest number of participants and offers the widest array of audiences. With this, we feel that we can serve our advertisers better by providing a broader base of exposure for all ads.

At this time, the LTAA is offering two different methods of advertisement space. The first is a 4' x 8' custom produced sign which will be hung on the outfield fence at one of our four baseball/softball fields at our Treichlers Baseball/Softball complex. If you choose to participate with a field sign, there are two categories of placement, **high visibility** and a **normal visibility**, each with a different base cost. Signs carry a **two year advertisement period**, with a fee of **\$450 for high visibility** and **\$350 for normal**. Signs are hung on the fields in the early spring, prior to our Opening Day Ceremony, and removed in late fall for winter storage.

The second advertisement opportunity exists as a banner placement on our website, www.ltaasports.org. Again with this advertisement, we offer two categories, **sponsorship of a 'page'** on the site or as part of a **scrolling banner** on the site. With these ads, they carry a **one year active period**. Costs are **\$150 for page sponsorship** and **\$75 for the scrolling banner**.

As a reward for field sign advertisers, anyone who maintains an active status will be offered a discount of website advertisements. These qualifying accounts will be able to secure a **page sponsorship for \$100** or a **scrolling banner for \$50**.

If you are interested in securing an advertisement, the LTAA would greatly appreciate your patronage. The money raised from advertising goes directly to the LTAA's general fund and is used to help lessen our overall costs, such as equipment, maintenance, awards, tournament sponsorship, and many more items. Because the LTAA receives no funding from local governments and depends solely on volunteers to make it run, we rely heavily on income from donations and fund raisers. Please help to keep the LTAA one of the premiere youth sports organizations so that we can continue to provide solid athletic programs and excellent learning opportunities for our children. To secure an advertisement, please contact us at your convenience. Thank you.

Respectfully,

Mike Druckenmiller-LTAA Vice President
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Baseball*Softball*Basketball*Wrestling*Soccer*Cheerleading