



The Vince Ferragamo Foundation

March 3, 2011

Dear Business Supporter:

As a retired quarterback for the LA Rams, setting both team and individual records, I recognize the importance of teamwork, community and giving. It is my primary mission to give back to local communities by offering camp instruction and coaching to our youth. For this reason, the Vince Ferragamo Foundation is hosting Inland Empires **"first ever" Two-day Youth and Coach Football Camp July 9th and 10th, 2011 in Riverside, California.**

The camp instruction will teach individual and team techniques on both offense and defense by former NFL greats such as LeRoy Irvin, Leonard Russell, Ron Brown, Kermit Alexander and many more. The clinic is designed to give athletes and coaches an opportunity to receive professional instruction on football techniques that include running and agility position drills that will help individual's gain the ability to perform at the peak of their potential!

In an effort to have a successful camp, your support is needed. Your monetary or in-kind donation will enable a needy youth to gain valuable skills both on and off the field as well as offer:

- Low cost advertisement per impression
- Demographics that target YOUR customers
- Event Branding that increase your company image
- Co-op Marketing that reduces advertising costs
- Preferred access to celebrities and personalities
- Fully tax deductible exemptions
- Commitment to a Community Conscious Event
- High product visibility

Please contact Geri Murillo at 951-966-5710 or Debbie Yopp at 951-538-7788 for sponsorship participation, levels and questions. You can also visit my website at www.vffoundation.com. We thank you for making a difference with our youth, coaches and communities and to a successful event.

Sincerely,

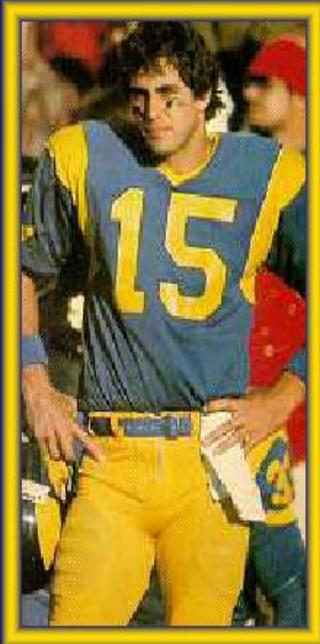
Vince Ferragamo
Founder

The Vince Ferragamo Foundation is a California nonprofit corporation and tax exempt organization under Section 501 (c) (3) of the Internal Revenue Code Tax ID# 33-0700550.

Donations can be sent to: [The Vince Ferragamo Foundation P.O. Box 2877, Orange, CA 92859](mailto:donations@vffoundation.com)

SPONSORSHIP LEVELS

The Ferragamo Foundation appreciates your generosity in making this event a success.



CAMP FERRAGAMO

BUSINESS SPONSORSHIP

Investments in
youth and
community

FERRAGAMO—\$5,000

Logo on 3' X 35' Street Banner on Major Riverside street

Mentions on all :30 radio spots

Logo included in all printed material including flyers to all students in three local school districts

Full page color ad on Camp Ferragamo program

Logo on Camp Ferragamo banner

Logo on official Camp Ferragamo t-shirts

Commemorative plaque from Vince Ferragamo Foundation

Logo on co-op marketing flyers at two local malls

Total Impressions 200,000 Value \$20,000

MVP—\$2,500

Logo included in all printed material including flyers to students in three local school districts

Logo on co-op marketing flyers at two local malls

Full page color ad on Camp Ferragamo program

Logo on Camp Ferragamo banner

Logo on official Camp Ferragamo t-shirts

Commemorative plaque from Vince Ferragamo Foundation

Total Impressions 100,000 Value \$10,000

1ST Down—\$1,500

Logo on Co-op Marketing flyers at two local malls

Half page color ad in Camp Ferragamo program

Logo on all Camp Ferragamo banners

Logo on official Camp Ferragamo t-shirts

Commemorative plaque from Vince Ferragamo

Kick Off—\$500

Company Banner posted at Camp Ferragamo

B/W Business card size ad in Camp Ferragamo program

Spectator—\$250

B/W Business card size ad in Camp Ferragamo program