



## **New Canaan Baseball/Softball, Inc.**

May 4, 2009

Dear Baseball & Softball Coaches:

New Canaan Baseball & Softball is doing something new this year and we need your help. We have designated the week from Monday, May 11<sup>th</sup> through Sunday, May 17<sup>th</sup> as “Sponsors Appreciation Week”.

We are asking you to contact the firm sponsoring your team and to invite them to attend one of your games during that week. At the start of the game, we ask that you introduce your sponsor to the crowd, thank them for sponsoring your team and present them with a baseball autographed by your players. We would also ask that you arrange to have a photo taken at this time of your team with your sponsor which you can forward to them at a later date.

While this may seem like a small gesture, we want to make a point of thanking those organizations that support our league and allow our sons and daughters to play. The league would not be possible without our sponsors and we want to be more thoughtful in expressing our appreciation.

We will also be sending out e-mails to the families of our players letting them know that this is planned as well as providing links to the websites of many of our sponsors. Some sponsors may also be having special promotions in conjunction with our efforts.

While we recognize that each of you is busy coaching your team, we believe that saying thank you is an important part of our program.

Sincerely,

Jim Mase

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