



April 21, 2008

Dear Sponsor,

I'm writing to share with you an update on a project that has been developing quite rapidly in the Southeastern Pennsylvania lacrosse region over the past 18 months. Headstrong Lacrosse, Inc. has developed into a 501©-3 non-profit organization dedicated to making an impact in our local lacrosse community. We need your help!

Last year, with your help, we made gifts totaling \$27,500 to the HEADstrong Foundation, Leukemia & Lymphoma Society of Southeastern PA, Evanfest Youth Lacrosse Tournament and 7 local families who were stricken with hardship due to cancer. Our goal in 2008 is to give away \$40,000! This is where you can help. Along with giving away this money and raising cancer awareness, we lost in the National Championship this past January and completed our first year with a record of 25-4. We have 90% of our team members committed to Division I, II, and III colleges. These are all great reasons to help us continue to MAKE A DIFFERENCE! The following excerpt is written by Mike Colleluori, brother of Nick Colleluori for whom this organization was started for:

"You may have known my brother, Nick Colleluori. Since 3<sup>rd</sup> grade, Nick and I played lacrosse together. It was our dream to play together in college at a Division One level, so when I was accepted to Hofstra we were ecstatic. We spent the summer of 2005 training, practicing and participating in tournaments to prepare for the season. One day Nick woke up with a stuffy right nostril, had sporadic nose bleeds and began to have difficulty hearing. Shortly thereafter, Nick was diagnosed with non-Hodgkin's lymphoma. My brother was more concerned with the (Hofstra) team and how our family would cope with his illness. He was relentless in his battle, completely selfless and remained a vital part of Hofstra lacrosse and his community even through his final days.

Nick passed away November 28th after multiple rounds of chemotherapy, a stem cell transplant and 7 weeks of radiation – a 14-month battle. Prior to that he met with Chris Bryan to create "Team HEADstrong" a team dedicated to promoting awareness about cancer and it's impact on athletes as well as assisting in fundraising efforts to support the HEADstrong Foundations mission. The mission of the organization can be summed up in one phrase: "to fight for the cure". He wanted to provide for families who were dealing with what we went through and wanted to continue to impact lives, even from afar.

Since Nick only got to share his ideas about "Team HEADstrong", I am putting on his shoes and making his ideas a reality. With that, I'm inviting you to join our mission and team with a donation at any level. I hope that you will show your support and join Team HEADstrong."

In my opinion, Nick is a legend and I want him to live forever. He helped people just by being himself. Our continued fight for a cure will be the best way to honor him and his dream. For more information about Team HEADstrong go to [www.headstronglax.com](http://www.headstronglax.com). All contributions are tax-deductible. Please consult a tax advisor for more details.

Sincerely,

Christopher M. Bryan  
Michael P. Holloway  
Charles Creighton  
Steve Layne  
Tom Dunn



## WHAT IS HEADSTRONG LACROSSE, INC.?

The Headstrong Lacrosse Club will be the preeminent U-18 lacrosse organization in Pennsylvania, establishing an unmatched standard of excellence both athletically and academically. Headstrong will identify, recruit, train, teach, and coach players who are capable of, but more importantly, committed to playing the sport at its maximum level. Our watchwords will be team and work. We will travel extensively in order to play against the best competition available. Our players and coaches will be aggressive ambassadors for the sport; always ready to pass along the knowledge that we have gleaned from our experience. We are also committed to raising money for players, who through injury or illness, are no longer able to join us on the field. The actions that we take in attaining these goals will be consistent with the highest levels of citizenship, sportsmanship and fair play.

**Teams Commitment to Community Involvement:** We want to directly assist any local families in our lacrosse community that are stricken with this deadly disease and need help. We will provide the monetary assistance and support needed through the experiences that our members have encountered.

**Player Advocacy:** The Team has partnered with the Lymphoma and Leukemia Society for their annual Light the Night Walk on October 18, 2008. All local high school lacrosse programs will be walking under the Team Headstrong name. We will also strongly push our athletes to become advocates on and off of the lacrosse field. Our kids will make an impact when they move on to the next level!

**Team Education:** The Team aims to serve as a marketing arm for the HEADstrong Foundation, helping serve the lacrosse community overcome this disease that strikes one of our own each year. We will continue to spread the word and raise money for HEADstrong so they can carry on with their mission of "Fighting for a cure!"



**YOUR SUPPORT WILL MAKE A DIFFERENCE**  
**SPONSORSHIP OPPORTUNITIES**

## Gold Sponsor

\$1,500 Corporate/Family Gift

### **BENEFITS**

- Company / Family advertisement to be prominently displayed on a Full Page of all Tournament Media Guides\*
- 2 Under Armour golf shirts with Headstrong Lacrosse Club logo
- 4 official Headstrong Lacrosse Club t-shirts
- Company web-site link attached directly to Headstronglax.com\*\*
- Scrolling logo recognition on Headstronglax.com\*\*\*

## Silver Sponsor

\$1,000 Corporate/Family Gift

### **BENEFITS**

- Company / Family advertisement to be displayed on 1/2 Page of all Tournament Media Guides\*
- 2 Under Armour golf shirts with Headstrong Lacrosse Club logo
- 2 official Headstrong Lacrosse Club t-shirts
- Silver Sponsor recognition on Headstronglax.com

## Bronze Sponsor

\$500 Corporate/Family Gift

### **BENEFITS**

- Company / Family advertisement to be displayed on 1/4 Page of all Tournament Media Guides\*
- 4 official Headstrong Lacrosse Club t-shirts
- Bronze Sponsor recognition on Headstronglax.com

**\*To ensure placement in Media Guide, please provide adds (Full Page (5.25" X 8.25"), Half Page (5.25" X 4"), Quarter Page (2.5" X 4"), by May 30, 2008 (Please Provide Adds in High Resolution PDF or High Resolution JPEG). If you would like to use Headstrong Lacrosse Club's Standard Add please provide your logo in Illustrator EPS or High Resolution JPEG by May 30, 2008.**

**\*\* Please provide website address on Sponsorship Commitment Form Attached.**

**\*\*\* Please Provide logo in Illustrator EPS or High Resolution JPEG by May 30, 2008.**

## Booster Sponsor

\$100-\$499 Corporate/Family Gift

### BENEFITS

- 2 Official Headstrong t-shirts
- Name recognition in Media Guide

## Alumni Sponsor

\$1-\$99 Corporate/Family Gift

### BENEFITS

- Name Recognition in Media Guide

10% of sponsorships sold by Team Headstrong players may go towards covering player's tournament fees.



## SPONSORSHIP COMMITMENT FORM

Yes, we want to sponsor the Headstrong Lacrosse Club:

- \_\_\_ We wish to be a GOLD SPONSOR (\$1,500)
- \_\_\_ We wish to be a SILVER SPONSOR (\$1,000)
- \_\_\_ We wish to be a BRONZE SPONSOR (\$500)
- \_\_\_ We wish to be a BOOSTER SPONSOR (\$100-\$499) for \$ \_\_\_\_\_
- \_\_\_ We wish to be a ALUMNI SPONSOR (\$1-\$99) for \$ \_\_\_\_\_

### **Sponsor Information**

Company / Family Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

E-mail Address \_\_\_\_\_

Website Address (Gold Sponsors) \_\_\_\_\_

PLEASE PROVIDE ADVERTISEMENTS AND LOGOS AS DEFINED ON THE  
SPONSORSHIP OPPORTUNITY FORM NO LATER THAN **MAY 30, 2008**

### **Payment Information**

Please make all checks payable to **Headstrong Lacrosse Club**

**Please return this form with check to:**

Headstrong Lacrosse Club  
P.O. Box 517  
Swarthmore, PA 19081

PLEASE EMAIL ALL ARTWORK AND ADS TO:  
[mholloway@gmh-inc.com](mailto:mholloway@gmh-inc.com)