



WEST MILFORD HERITAGE COMMITTEE & MUSEUM

C/O WEST MILFORD TOWNSHIP

1480 UNION VALLEY ROAD

WEST MILFORD, NJ 07480

Museum@WestMilford.org

www.westmilfordmuseum.org

March 2014

Dear Sir or Madam,

On June 21 & 22, 2014 the West Milford Heritage Committee will host the 22nd ANNUAL WEST MILFORD MUSEUM TENNIS TOURNAMENT, held at the Westbrook Tennis Courts in West Milford. We are writing to request your consideration in sponsoring our annual benefit event. Our tournaments have attracted hundreds of players from the metropolitan region for over 20 years, many returning each year because it is such a great tournament to participate in. The monies raised from these tournaments, through entry and sponsor fees, are dedicated to the Heritage Trust, a fund established for the West Milford Museum.

The West Milford Museum is currently undergoing the final of several renovation phases that began in the 1990's. This project, the removal of the deteriorated plaster ceiling and the reconstruction of the antique tin ceiling, as well as the installation of energy efficient lighting and fans at the museum, is finally underway after years of fundraising and planning. The annual tennis tournaments have been our main fundraising effort and supplement our funds so that this, and many other projects, can continue. Unfortunately, with the rising construction costs, and several other maintenance projects looming ahead, the ceiling renovation project has depleted a large portion of our Trust account, so it is essential that we make every effort to make this 2014 tennis tournament our most successful one to date.

We are seeking various sponsors for the event including Main Tournament Sponsors, Category Sponsors, and Tournament Supporters. For a fee of \$800.00 the Main Sponsors have their names printed on all the players' T-shirts and trophies, and also receive principal status in our advertisements and during the tournament. Lakeland Bank is, once again, one of our main sponsors, joining us for the 22nd year. Also joining us again this year is Eastern Propane, as well as Precision Chrysler Jeep Dodge Ram. Local and surrounding businesses that are unable to commit to the main sponsorship are encouraged to become individual Category Sponsors for a fee of \$100.00. As a Category Sponsor:

- Your business name will be publicized in tournament press releases and public announcements
- Your business name will be engraved on the trophies given in the category you are sponsoring
- You may attend the luncheons and final matches to present the trophies to the winner and runner-up in your category
- All tournament players will receive information that will include your business card and any advertisement or promotion that you provide to us.

We also have a very popular event for the players that we hold on the first day of the tournament, the exciting Hole In One Contest. Sponsorship fee for the Hole In One is \$200.00 and is limited to two sponsors. Another level of sponsorship is the Tournament Supporter for a fee of \$50.00. Your business or name will be included in all promotional literature.

We hope you will join the many businesses and individuals who have contributed towards the West Milford Museum Tennis Tournament, a fundraising event that began in 1993. To those of you who have sponsored us during our past tournaments, we are most grateful to you. Your support has enabled us to hold this tennis fundraiser continuously for over two decades! We ask that you consider re-joining us as a sponsor in whatever capacity you are comfortable with. With funding sources disappearing each year, this is our only viable source to raise sufficient funds to keep the Museum operational and provide revenue for special projects.

If you would like to become a sponsor at any level, kindly return the enclosed Sponsor Form by **May 16, 2014** so that we can acknowledge your support through our press releases, on our website, and through public announcements. We sincerely thank you, in advance, for this consideration.

Very truly yours,

Tonya E. Cubby, Heritage Committee
Carl Richko, Tournament Director