

September 28, 2009

Pizza Factory
Ridgecrest, CA 93555



Dear Robin:

Pizza Factory Restaurant has demonstrated a strong commitment to helping working families and to the positive development of Ridgecrest's youth. Given your corporate leadership, I would like to invite Pizza Factory Restaurant to partner with the Southern Sierra Boys and Girls Club as a sponsor of the Southern Sierra Boys and Girls Club's **Lights On Afterschool**, a community event that will take place on October 22nd, 2009. This event celebrates the important role that afterschool programs play in keeping Ridgecrest's youth safe, engaged and prepared to be successful adults. **Lights On Afterschool** is a wonderful opportunity for Pizza Factory Restaurant to gain valuable exposure with the community while supporting a worthy cause.

Now more than ever, most American families need some kind of afterschool care. For many, these afterschool hours are fraught with worry and risk. It is during these hours that youth are most likely to be victims or perpetrators of crime. Afterschool programs keep kids safe, inspire learning and help working families. As a valued afterschool program provider serving more than 350 low-income children, the Southern Sierra Boys and Girls Club provides a safe, fun and enriching haven where youth can get help with homework, participate in sports, arts and other engaging activities under the supervision of caring adults. We empower our youth to recognize their potential and to realize their dreams.

Celebrated by more than 7,500 communities and one million Americans nationwide, **Lights On Afterschool** is an important opportunity to recognize all that afterschool programs do for children, families and communities. The Southern Sierra Boys and Girls Club is proud to bring **Lights On Afterschool** to the Ridgecrest community. We hope that Pizza Factory Restaurant will join us in this important celebration by becoming a Presenting Sponsor to the Southern Sierra Boys and Girls Club **Lights On Afterschool**, Pierce Afterschool Program, event with a donation, including presenting student work of light bulbs advertising the event in the restaurant from October 1st through the 22nd. Consisting of a performing arts event, student work, a tour of the facilities and interactive and educational games for both parents and students to play together, we believe our event will draw 400 participants including parents, community groups, businesses, teachers and other members of the community. As a Presenting Sponsor of the Southern Sierra Boys and Girls Club **Lights On Afterschool** event, Pizza Factory Restaurant will have a unique opportunity to generate goodwill with the community and to make positive impressions with potential customers and local media.

In return for the donation, Pizza Factory Restaurant will receive the following sponsorship benefits and marketing opportunities:

- Pizza Factory Restaurant will have the opportunity to include product samples and promotional materials
- Pizza Factory Restaurant will be provided with the opportunity for a company representative to speak at the opening ceremony
- Pizza Factory Restaurant will be acknowledged as a sponsor in all media materials about the Southern Sierra Boys and Girls Club **Lights On Afterschool** event including media advisories and press releases.

I hope that you will consider partnering with the Southern Sierra Boys and Girls Club for this wonderful event in support of Ridgecrest's youth and families. I look forward to speaking with you to discuss our proposal and will contact you in the upcoming week to see if we can further explore partnership opportunities. I can be reached at: (760) 375-8870 or by email at unitdirector1@verizon.net.

Sincerely,

Sandra Goldstein
Branch Director, Youth Programs
Southern Sierra Boys and Girls Club