



Allen Park Athletic Club

PO Box 0691, Allen Park, Michigan 48101
www.apacbaseball.com



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PO Box 0691
Allen Park, MI 48101
Date: January 5, 2015

Dear Allen Park Business Owner

I am writing this on behalf of the Allen Park Athletic Club, I would like to introduce myself. My name is Jamal Hamood and I am a board member of APAC, as well as the Sponsor Coordinator. Like many of you, I grew up in Allen Park and I was lucky enough to enjoy all that this amazing community had to offer. A huge part of my childhood involved youth sports and I can proudly say that I would not be the person, husband and father that I am today if I did not have the opportunities to participate in those activities. Growing up I learned a lot more than just throwing and catching a ball, I learned the meaning of hard work, dedication, discipline, team work and sportsmanship. As an adult I continue to live in Allen Park and pass on the same values that I cherish to the next generation of our youth which brings me to why I am reaching out to all of you.

Tradition and loyalty are two qualities I also learned through athletics and this city is rich with both. From everything to where we eat on Friday night to where we go after Sunday morning church. Your businesses are at the center of our traditions, many of us plan our daily lives around what you have and when you are open. Your businesses are the very reason many of us returned to this city after becoming adults, the small town qualities we receive and the trust you have earned makes this city the jewel of the Downriver Community.

I am well aware of the hardship most of you had to endure of the past several years; we at the Allen Park Athletic Club are not excluding in this hardship. I am also aware that the city is operating under an emergency financial manager which affects you and us alike. The funding for social and community programs have been drastically limited and this is why I am reaching out to all of you.

I can assure you that your contribution will not just be for charity, we provide youth baseball for well over 500 kids yearly and we will proudly display your business on the team you choose to sponsor. Like all successful organizations we are on the cutting edge of technology having our own web page and social media Facebook page and your business will be advertised on both. I was once told that one positive or negative comment about a business can reach as many as ten other people. I have no doubt that with today's social media that number has easily doubled or even tripled. With a club as large as ours we reach thousands of parents, Grandparents, Uncles, Aunts, Cousins and friends of the family. I am sure your business will be well represented and you will see the financial gains of advertising with our program. Along with the monetary gains you will receive, you will also guarantee that the Allen Park Athletic Club will be able to continue to teach the traditions and social qualities that keep this great city on top year after year.

In closing I hope many of you will be able to extend your hand in our time of need and I look forward to creating new traditions and many new friendships and memories.

Thank you in advance,

Jamal Hamood
APAC Sponsor Coordinator
734-558-9269

Enclosure