

Santa Clara Valley Athletic League Cross-Country Championship Sponsorship

The Santa Clara Valley Athletic League consists of 14 schools from Palo Alto to Milpitas, Los Gatos to Saratoga, Cupertino to Los Altos. These schools had a combined enrollment of over 28,000. More than 1,100 student-athletes compete in the league championship cross-country meet each November.

The SCVAL coaches would like to increase the recognition that the student-athletes receive, and show them that we believe our athletes have accomplished something significant. For the last three years, we have sold t-shirts together with sponsor logos on the back. There are a limited number of sponsors--we don't want to overwhelm the shirt. Last year, the sponsors were Merrill Lynch, Olympic Trophy (who printed the shirts and provided awards and medals), Athletic Performance (running shoe shop), Dr. Doug Robinson (podiatrist) and Ed Higashi Insurance (a former SCVAL cross-country athlete). We sold more than 300 shirts, and the profit on the shirts and sponsorship was used for high quality medals to be provided to the top runners in every division, as well as a sportsmanship award to an athlete in every division.

T-shirts have advantages. One of the biggest advantages is that t-shirts continue to advertise and market our sport. While the kids might keep medals forever, very few of us ever wore our medals to school or around later XC or track meets! T-shirts are useful and if well designed, kids will keep wearing the shirts. This allows them to show their pride in their accomplishment as well as marketing our sport around their schools and communities. When we provide nice technical t-shirts the kids will wear them all the time. We have seen these shirts worn around the trails for years now!

What we have asked from the sponsors is a contribution of \$250 each. In return, your logo will be on the back of all the t-shirts that the athletes wear and also you will be recognized on the championship banner displayed at the meet (and behind the athletes for photographs). I would not need this money until October. If you do make a contribution, please make the check out to Monta Vista ASB (we have a sub-account there for SCVAL, the money does not go to the Monta Vista sports programs), and as far as I know this is a tax-deductible contribution (check with your own advisor).

We hope that you are interested in supporting our league and recognizing our athletes. Please don't hesitate to contact me if you would like to discuss this further.

Sincerely,

Kirk Flatow

2017 SCVAL Championship Meet Director

Head Coach, Monta Vista High School Cross Country/Track and Field

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Santa Clara Valley Athletic League High Schools

Cupertino	Fremont	Gunn	Homestead	Los Altos	Los Gatos	Lynbrook
Milpitas	Monta Vista	Mt. View	Palo Alto	Santa Clara	Saratoga	Wilcox