

## Strategic Partnership & Fundraising Overview

Dear Presidents, Directors, and Fundraisers:

Tucson SPORT Magazine has had a blast this past year, covering families, the community, and youth and adult sports in Southern Arizona. We have enjoyed an incredible response and support from you, the Tucson community. You get what we are trying to do... to be **Tucson's best resource for the athlete in all of us.**

We have benefited from a strong start, but we must grow in order to allow us to bring you even more relevant, useful content and dynamic photos. We want to make the pages of Tucson SPORT Magazine your one stop resource, creating greater reach into the active and busy lives of families here in Southern Arizona. Our launch sponsors have carried us this far and we have a strong base of advertising and sponsor support, but our next growth phase will depend on generating support from within the Southern Arizona community. Tucson SPORT is dedicated to giving back and wholly supporting Tucson's community organizations

In our first year, Tucson SPORT published 5 issues, printing 15,000 copies per issue. These were offered on a complimentary basis to youth sports organizations, schools, parks and recreational facilities, golf courses, doctor's offices, fitness facilities, and select businesses in the effort to introduce Tucson SPORT Magazine as **Tucson's best resource for the athlete in all of us.**

With the just completed printing and distribution of our February 2007 issue, we began publishing ten times per year, and have doubled our circulation to 30,000 copies. Starting next month, with our March 2007 issue, Tucson Sport Magazine will transition to the next phase in our plan from launching as a complimentary publication to having a cover price of \$2.95. With this transition, Tucson SPORT Magazine has committed to providing three significant fundraising revenue opportunities for your not-for-profit organization:

- **Individual Issue Sales** - Beginning with our March 2007 issue, Tucson SPORT Magazine will be available for sale, with a suggested retail price of \$2.95. The per issue, per copy cost to any not-for-profit organization who wishes to incorporate our publication into their fundraising efforts is only \$1.00 per copy, representing a potential 295% profit margin for your organization. Magazine sales are not restricted to the snack bar, counter, or library. Sell them to friends, families, co-workers, and anyone else interested in healthy lifestyles and celebrating our diverse athletic community. The more you sell, the more your not-for-profit organization earns!!! Individual Issue Sales Order Forms must be filled out to receive your requested magazines. **You only pay for the copies you sell.**
- **The \$10K in 30 Days Subscription Drive Challenge** - For your constituents who prefer a home-delivered subscription option, Tucson SPORT Magazine is excited to offer our subscription program. This is offered exclusively to participating not-for-profit organizations at a cost of 10 issues for only \$19.95!!! For every \$19.95 subscription sold through your not-for-profit organization, Tucson SPORT Magazine will donate \$10.00 back to that organization. Subscriptions can be sold in-person or through our subscription page on-line at [www.tucsonSPORT.net](http://www.tucsonSPORT.net). Your organization's name will be on a drop down menu on our website, providing an easy way for the organization to get credit for each subscription sold. All you have to do is send your community to our subscription page, either using a flyer, an e-mail with a link, or via a link displayed on your web-site. The donations earned by your not-for-profit organization will be paid to your organization 30 days after the close of the **\$10K in 30 Days Subscription Drive Challenge**. Alternatively, you can provide us with the relevant information and \$9.95 for every subscription your organizations sells using our on-line subscription page. After the subscription drive is closed, the donation will revert back to the standard \$7.50 per \$19.95 subscription. If you choose to use the on-line subscription option, we grant your organization a 15 day grace period, where any additional subscriptions received will be credited at the \$10.00 donation amount. This grace period only applies to on-line subscription sales.
- **On-Going Subscription Sales** - This option is exactly the same as the **\$10K in 30 Days Subscription Drive Challenge** except that it is on-going, has no end date, and your organization earn a \$7.50 donation for each \$19.95 subscription sold. The donations earned by your not-for-profit organization will be paid to your organization every 30 days.
- Any questions should be directed to Yaakov Eisenberg. Feel free to contact him directly, he is more than happy to assist you in any way he can. He can be reached at 520-388-0676, or [yeisenberg@tucsonSPORT.net](mailto:yeisenberg@tucsonSPORT.net).

Thanks for your support.

Sincerely,  
Lucy Howell, President/Founder  
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Embrace Family. Engage Sport. Celebrate Life