

Dear Potential Teammate,

Thank you for your interest and for considering Tucson SPORT Magazine for your advertising needs. Tucson SPORT Magazine offers tremendous value for your advertising dollar and provides exciting opportunities for corporate sponsorships, increasing and enhancing corporate and community profile. Tucson SPORT Magazine launched February of 2006 as Tucson's only full-color, high-quality publication aimed directly at Southern Arizona's active and sporting families. Tucson SPORT Magazine is now a monthly publication, printed ten times per year, with a circulation of 30,000 copies. One year ago we launched as a bi-monthly, with an initial circulation of 15,000. During our launch year, Tucson SPORT Magazine was offered free of charge with distribution from over 300 sites. We place an emphasis on youth sports organizations, athletic retail outlets, parks, recreational, fitness, and golf facilities, plus anywhere else our busy and active families can be found, such as doctors' offices, dentists' offices, karate studios, dance and gymnastics studios, and local businesses. Annual subscriptions are available via our website at [www.tucsonSPORT.net](http://www.tucsonSPORT.net).

Youth sports are woven into the fabric of our society, with an estimated seven out of ten 8 - 14 years olds engaged in at least one sport throughout the year. That's 70% of all families that have children in that age range busy shuttling between various activities, such as soccer practice and games, karate, and gymnastics. However, it is also estimated that nearly 70% of these same young athletes will either quit or be cut from a team by the age of 14. This dramatic drop, coupled with other alarming issues, such as epidemic levels of adult and childhood obesity, parental sideline misconduct, lack of school funding, and an increase in sports-related injuries, has created alarming trends that pushed these issues to the forefront and demand focus and attention from all levels within our community.

Tucson SPORT Magazine's primary goal is addressing these types of issues through delivery of high quality information. We have envisioned that our foundational sponsors will want to share in our commitment to these goals and the Tucson community. **Tucson SPORT Magazine's mission is to be Southern Arizona's premier information provider for the latest, up-to-date issues and trends that surround every aspect of youth sports, healthy family lifestyles, and overall athletic and wellness development.**

Tucson SPORT Magazine's Advisory Council is comprised of over 25 individuals representing various youth and adult sports organizations and high schools. We presently have more than 15 current or former University of Arizona or Pima Community College coaches on the Council and numerous high school, university, and community college administrators. Additionally, we have a number of medical professionals, the Chair of the Governor's Council on Physical Activity, Sports, and Fitness (who also serves as the Arizona Baseball Commissioner), and the head of the Mayor's Healthy Initiatives program, among many others. Please visit [www.tucsonSPORT.net](http://www.tucsonSPORT.net) for a complete listing of all our Advisory Council members.

Tucson SPORT Magazine is a grass roots organization that easily bridges the gap between corporate messaging and busy, active families. Your support, either in the form of sponsorship or advertising, will help us increase community outreach and support healthy families, sport, and athletics in a manner that truly meets "best-in-class" standards. We are building a winning team of community sponsors and advertisers that share our vision and I look forward to your organization joining our Tucson SPORT team. Tucson SPORT Magazine is **Tucson's best resource for the athlete in all of us.**

Respectfully,

Lucy Howell, President/Founder  
Tucson SPORT Magazine

[www.tucsonSPORT.net](http://www.tucsonSPORT.net)

Embrace Family. Engage Sport. Celebrate Life.