



Dear Sir;

Subject: Sponsorship of 44th Bowling World Cup & IV Commonwealth Tenpin Bowling Championships for Team Pakistan

MUAR Sports & Leisure International on behalf of PTBF (Pakistan Tenpin Bowling Federation) is happy to invite you to be one of the sponsors of Team Pakistan for the world's most prestigious annual bowling tournaments "44th Bowling World Cup", Hermosillo, Mexico, from 7th to 15th November 2008, team comprising delegate of 4 person and IV **Commonwealth Tenpin Bowling Championship**, 24 to 30th November 2008 at Belfast's Dundonald International Ice Bowl, team comprising delegate of 5 person

the VISION

Pakistan Tenpin Bowling Federation is endeavouring to promote Bowling Sport in the country by Participating & holding tournaments at various locations all over the world that will be beneficial and attractive for all segments of Pakistani Society and Culture. By promoting such sports with same spirit and pace will help in sustaining the image of Sports as "Icon of Pakistan".

the OBJECTIVE

The objectives of Participating 44th Bowling World Cup & IV Commonwealth Tenpin Bowling Championship is to encourage and promote sport amongst youth and train them to participate in International events in this and forthcoming year.

the PERFORMANCE

Pakistan Tenpin Bowling Players had performed marvelously well during last year in National and International events. The emerging sport is much receptive and attractive in the youth both male & female. This will help society to be healthy and productive. Pakistan Team comprising

corporate IMAGE BUILDING opportunity

Sponsors play an integral part of any event. We ask you to consider your brand participation in the World Cup by selecting value-added sponsorship options. We will work closely with you to make your participation with us a pleasant experience.

Please say "yes"!

You are an important part of the answer.

We think it's time for the conversation to include your corporate voice and your wisdom. The day is put together in a way that invites you to share your thinking and to listen to the ideas of others.

Together, we'll build toward a better Society and Culture. By promoting such sports with same spirit and pace will help in sustaining the image of Sports as "Icon of Pakistan".

Thank you for taking the time for supporting healthy sport.

Looking forward for your favorable response.

Sincerely,


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Sponsorship benefits and investment

The continued support from sponsors is what drives the PTBF without the support and dedication of our sponsors, the team would not be able to perform and compete at the desired levels of performance. We strive to build a strong relationship with our sponsors so that the benefits are applicable on both sides. The main benefit can be seen with the exposure that is gained by sponsoring the Pakistani Team for **44th Bowling World Cup & IV Commonwealth Tenpin Bowling Championship**.

We appreciate any assistance you may be able to offer and invite you to become a part of our winning team in any capacity possible.

We also encourage you to consider the following designated sponsorship levels in order to be eligible for the various benefits for each package.

Team Branding / Local Sponsorship	Investment
44th Bowling World Cup	3,000,000,
IV Commonwealth Tenpin Bowling Championships	3,000,000,

in RETURN

You will be entitled to the following advertising mileage and exposure:

- acknowledgement of your company as a Local Sponsor of 44th Bowling World Cup or IV Commonwealth Tenpin Bowling Championship for team Pakistan.
- logo placement in all promotional materials (banners, catalogues, posters, press releases);
- Sponsor's logo placement on the home pages Pakistan Tenpin Bowling Federation Website (www.ptbf.org.pk), MUAR events International (www.muar-events.com) & MUAR Sports & Leisure International (www.sports.muar-events.com)
- Press conference is an official event to be held on various occasions, prior the events It is attended by representatives of Government Organizations, VIPs from Ministries, and companies of various industries, Media, sports & Culture, journalists, representatives of local and international mass media, as well as organizers.
- Sponsor will be at liberty to initiate any attractive event to add up to his promotion for which all possible assistance will be ensured and gathered from Government Sector like venue acquiring and calling high profile dignitaries in the event.



Thank you for considering our invitation.