



February 18, 2010

Charity Challenge
P.O. Box 2257
Bentonville, AR 72712
479-899-3888

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Patti McGill
Tiffani Roberts
David Scogin
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Dear Current and Prospective Sponsors,

Just as you are preparing your company budgets for 2010, we wanted you to know that planning for the 19th Annual Charity Challenge of Champions Tennis and Golf Event is in Full Swing. This year's event will be held over **September 23 - 27, 2010**, with both the tennis and golf tournaments being held at Pinnacle Country Club in Rogers, Arkansas. We are excited to announce the **2010 Charity Challenge Honorary Chairman is Mr. Jack Sinclair, Executive Vice President, Grocery Division, of Wal-Mart Stores, Inc.**

We would like to invite you to become a sponsor for the 2010 Charity Challenge. The event encompasses a 2-day tennis team tournament, 1-day golf tournament, 2 social events and a **VIP Cocktail Hour with our Honorary Chairman, Mr. Jack Sinclair**. Tennis will once again be in a team format with a Celebrity Tennis Pro playing on each team. Play begins on Friday morning and finishes Saturday evening. The Friday Night Auction/Dinner will take place at the **John Q. Hammons Center in Rogers** and the Saturday night Sponsor Party will include a live band, dinner and dancing. The golf tournament will be held on Monday September 27 at **Pinnacle Country Club's newly redesigned** course and both morning and afternoon tee times are available.

Over the past 18 years, the Charity Challenge has raised **over \$3MM** for our charities! Last year, the Charity Challenge raised \$185,000 for our charities. Help us reach our goal of \$200,000 in 2010! In addition to funding the yearly operational costs of the **Arkansas Crisis Center** our ultimate goal is to provide a one million-dollar endowment to support the continued work of the Crisis Center for years to come. The programs that the center provides are invaluable to our community. From veterans dealing with post-traumatic stress disorders, to suicide prevention, to helping kids cope with abusive situations, The Crisis Center is there 24/7 for anyone in the state that needs them.

EARLY BIRD SPECIAL! Send in your commitment form and payment by March 15, 2010 and receive a **FREE** Golf Hole Sign. One of our Sponsor Recruitment Chairmen will be following up with you to discuss your participation in the 19th Annual Charity Challenge. Should you have any questions, please contact us below or email us at nwacharitychallenge@gmail.com.

For complete and up-to-date event information, please visit www.nwacharitychallenge.org.

Thank you in advance for your support,

Allison Van Matre, Charity Challenge
Event Director, 479-899-3888

Richie Roberts, Merrill Lynch
Event Chair, 479-903-4293

Stu Todd, CPM, Inc.
Sponsor Recruitment Chair, 479-531-9545

Jay Ellis, Edy's Grand Ice-Cream
Corporate Advisor, 479-366-4304

2010 Charity Challenge of Champions Sponsor Commitment Form

Donor: _____ Date: _____
 Contact Name: _____ Email: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____

Total Event Sponsorship Levels										
Sponsor Level	Presenting	Platinum	Diamond	Gold	Gold Golf Only	Silver	Silver Golf Only	Bronze	Table of 10	Golf Hole
Sponsor Participation	\$15,000	\$12,000	\$9,500	\$6,500	\$6,500	\$3,500	\$3,500	\$2,000	\$1,000	\$250
Golf Entries	12	10	8	4	6	2	4	1 Golf	0	0
Tennis Entries	6	4	3	2	0	1	0	OR 1 Tennis	0	0
Friday/Saturday Social Tickets	20	14	12	10	10	4	4	2	10	2
Thursday VIP Event Tickets	6	4	2	0	0	0	0	0	0	0
Sponsor Visibility										
Co-Branded Event Brochures	•									
Co-Branded Player T-Shirts	•	•								
Television/Radio Spots	•	•								
Celebrity Pro Tennis Player Sponsor	•	•	•							
Media Recognition	•	•	•							
Main Event Brochure	•	•	•	•	•	•	•			
Company Logo on our Website	•	•	•	•	•	•	•	•	•	•
Event Recognition										
Announcements at Event	•									
Banner at Entrance to Pinnacle	•									
Give Promo Items at Golf Course	•									•
Hole Signage/Ad in Golf Booklet	•	•	•							•
Sponsor Provided Giveaways	•	•	•	•	•					
Sponsorship Banners at Event	•	•	•	•	•	•	•	•		
Ad in Event Program	•	•	•	•	•	•	•	•		

2010 SPONSORSHIP COMMITMENT

Please select the sponsorship level(s) in which you are committing for the upcoming event.

Event Sponsorship Levels

_____ Presenting \$15,000 _____ Platinum \$12,000 _____ Diamond \$9,500 _____ Gold \$6,500
 _____ Gold Golf Only \$6,500 _____ Silver \$3,500 _____ Silver Golf Only \$3,500 _____ Bronze \$2,000
 _____ Table of 10 for Friday Night Dinner/Auction \$1000 _____ Golf Hole \$250

The first 10 sponsors (Diamond Level and Above) to send in their commitment will be assigned a Celebrity Pro Tennis Player to host for the weekend.

** Additional tickets to the Friday Night Dinner/Auction Gala can be purchased at \$75/person**

To ensure your place at the Charity Challenge (Respond by May 15, 2010 or earlier).

Send your commitment form to:

Charity Challenge c/o Allison Van Matre
 P.O. Box 2257 Bentonville, AR 72712

479-899-3888

nwacharitychallenge@gmail.com

Visit www.nwacharitychallenge.org for Up-To-Date Event Information!

2010 Charity Challenge of Champions 19th Annual Charity Tennis and Golf Event

Event Hosts

2010 Honorary Event Chairman:

Mr. Jack Sinclair

Executive Vice President, Grocery Division, Wal-Mart Stores, Inc.

2008 & 2009 Wal-Mart Executive Attendees:

Mr. Mike Duke, President and Chief Executive Officer Elect, Wal-Mart Stores, Inc.
Mr. Jack Sinclair, Executive Vice President, Grocery Division, Wal-Mart Stores, Inc.
Mrs. DeDe Priest, Sr. Vice President and GMM, Dry Grocery
Mr. David Scogin, Vice President of Merchandise Planning and Category Development
Mr. Chuck Fehlig, Vice President and DMM, Pharmacy OTC
Mr. Scott Poole, VP and DMM, Dry Grocery
Mrs. Jody Pinson, DMM, Pet Department

Schedule of Events

Thursday, September 23

Player Check-In Begins at Pinnacle Country Club Tennis Courts- Noon – 5:00 p.m.
Adult Clinic with the Pros- 5:00 p.m. – 7:00 p.m.

VIP Sponsor Cocktail Hour at 7:00 p.m.

***For Presenting, Platinum and Diamond Sponsors Only*

Friday, September 24 – Saturday, September 25

Adult Tennis Tournament at Pinnacle Country Club
Friday 8:00 a.m. – 7:00 p.m. & Saturday 8:00 a.m. – 8:00 p.m.

Friday, September 24

Auction Dinner & Sponsor Recognition Party at the John Q. Hammons Center
6:30 p.m. – 11:00 p.m.

Saturday, September 25

Exhibition Matches and Play at the Pinnacle Tennis Courts- 8:00 a.m. – 8:00 p.m.
Saturday Night Party & Live Band- 7:00 p.m. – 11:00 p.m.

Monday, September 27

Golf Tournament at Pinnacle Country Club
Two Shot-Gun, 4-Man Scramble Tournaments- 8:00 a.m. & 1:00 p.m.