



## HIGHLAND FOOTBALL CLUB

PO BOX 895 • ASHEVILLE, NC 28802

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INFO@ABYSA.ORG

Dear Business Owner,

My name is \_\_\_\_\_. I play soccer for the Highland Football Club (HFC) Intermediate Program, a division of the Asheville Buncombe Youth Soccer Association. On August 19-20 and 26-27, 2023 we will be hosting over 225 teams from North Carolina and the surrounding states for the 18<sup>th</sup> Annual Asheville Mountain Soccer Series - Riverside Summer Shootout. We are selling ads for our tournament program as well as the opportunity to place an ad banner for your business at our tournament site. Over 3,400 families attending the tournament will receive this program and will use it to find out about our local businesses. When we held this tournament in 2022, tournament attendees utilized over 3,000 hotel rooms and attracted over 8,500 visitors.

I hope you will purchase an ad and/or banner to support me and ABYSA. Not only do the ad/banner sales provide your business with valuable marketing opportunities, but they also help me offset some of the costs of my playing travel soccer, and they assist in funding our GOALS financial aid program.

If you're interested, ad/banner options and prices are listed on the attached sheet.

Thank you and I will follow up with you soon!

Sincerely,

P.S. If you have any questions then you can contact me at: