



Dear Baseball and Softball Managers,

As we all prepare for the 2010 season, Kirkwood Athletic Association begins its 50th year of serving youth with baseball and softball programs. Your board of directors is aware that the complex is in need of some fundamental repairs and infrastructure work to remain competitive with other associations. We also are aware that the current economic environment does not warrant the raising of fees beyond fundamental price increases.

These conditions have led us to re-implement the banner program. KAA has over one mile of fencing throughout the park. Much of the fencing has excellent sightlines for traffic up and down both Marshall Road and Tree Court Industrial Drive. This fencing is also seen by the over 400 teams that play league and tournament games throughout the spring, summer, and fall. The program allows teams to sell advertising in 4'x6' or 4'x8' sizes and split the revenue with KAA. The price will range from \$20 -\$ 100 per foot depending where the banner is placed in the park. A contract will accompany each banner and this contract is a tax deductible expense for a business or considered a charitable donation to KAA a registered tax exempt entity under the rules of the IRS and the state of Missouri. Banners will be supplied by the advertiser (cost of banner not included in the above fee) but if necessary KAA can have S&S Screen Graphics (a KAA preferred vendor) make a sign for the vendor to purchase. Banners will be hung in late February and removed in November.

Any questions regarding the banner program can be directed by calling the KAA office at 314-822-3686.

Sincerely
KAA Board of Directors

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