



Dear Potential Sponsor,

I am writing on behalf of the youth and families that make up The South DeKalb Tribe. The Tribe is a youth baseball organization established August 8, 2015 with 10 kids, based out of Browns Mill Park in Lithonia, Ga. As of February 2019, we have 75 student-athletes from ages 3-13 with 3 select teams that compete in national baseball and softball tournaments several times a year. With a majority of the financial burden from uniforms, equipment and travel levied upon the parents, we are constantly in need of assistance.

Currently, African Americans make up a lowly 8% of the player population in Major League Baseball. The diminishing numbers of minorities participating in America's Favorite Pastime is in large part due to the surmounting costs in comparison to other popular youth sports. Despite the obvious challenges we work daily to provide the youth in the Metro Atlanta area a program that will develop their character as well as their athletic ability in a fashion that will lead them to successful lives as adults.

The Tribe works to impact the character of our student athletes through the vehicle of competitive sports. On the field the Tribe achieved some amazing accomplishments in 2017. Leading the way was the 11 and under Tribe Gold club who won 8 out of 11 tournament Championships and finished the summer officially ranked the #1 team in Georgia and the #2 team in the Nation. Followed closely by 12U Tribe Navy with multiple tournament wins and a 3rd place finish in the World Series in Destin, FL, our organization made an outstanding showing on the baseball scene across the country. Locally, the Tribe dominated by taking the park championships in the 4 and Under, 6 and Under, 8 and Under and 12 and under leagues.

Off the field the organization as a whole also participated in several community involvement events including the Heart of South DeKalb Parade and the Atlanta Lupus Walk. In December 2017, the Tribe hosted its Second Annual Holiday Giveback where Tribe players personally handed out more than 700 pairs of underwear and long john sets and 500 personal hygiene items to the homeless in downtown Atlanta with the help of Peach State Health Plan donating for donating over 100 branded bags to give away for the second year.

2018 was an amazing year for our organization on and off of the field. Most notably, the City of Stonecrest, Georgia has recognized our organization for its efforts and officially proclaiming July 16th as South DeKalb Tribe Day in the city of Stonecrest! We have won championships in several nationally ranked tournaments in Las Vegas, NV, Myrtle Beach, SC, Long Island, NY, Panama City, FL, Melbourne, FL and Valdosta, Ga to name a few. The surmounting costs from travel, tournament entry and equipment can be quite cumbersome to our parents and we would greatly appreciate your assistance in order for our student athletes to afford all of the opportunities they earn. The operating budget for the 3 select teams alone



totals \$62,000 (see budget handout) with an overall program budget of \$99,925. As we continue to grow and seek to provide life changing experiences for our kids, costs also continue to grow. Therefore, we appreciate any support you can provide as well as the goodwill gesture you are showing towards our organization and the community.

In appreciation for your contributions we will highlight and support your business as much as possible. We will display your company logo on our website at www.sdtribe.com, team banners and publications as well as reserving you opportunities to address our parents and supporters during our annual Tribe Day Celebration. Tribe Day is a preseason kickoff where each team and player will be introduced to the community, including food, music, speakers from the community and segments showcasing our student athletes.

As mentioned, our select teams compete all across Georgia and nationally. Each tournament typically consists of 30-50 teams with an average of 12 players per team. Already registered for 48 tournaments in 2019, your company logo adorning our team banners has the potential to capture the attention of over 18,000 families in a positive manner.

Please review the additional information in this packet for further details about who we are, what we do, and how AMAZING we could do it with your help!

The South DeKalb Sports Association is an exempt organization as described in Section 501(c)(3) of the Internal Revenue Code

If you have any questions about our organization, please feel free to contact me.

Thank you again, for your consideration of support for the South DeKalb Tribe!

Sincerely,

Willie Slaton, Co-Founder/CEO

South DeKalb Tribe

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Tribe Day Handout

America's favorite past time is upon us, especially here in DeKalb County. The South DeKalb Tribe will be hosting its inaugural Tribe Day right here in DeKalb County. The Tribe is a youth baseball organization that consists of 6 teams ranging from ages 3-12 comprised of almost 100 kids, three of the teams being national travel ball teams. The Tribe achieved some amazing accomplishments in 2018 on and off the field and this will be an occasion to celebrate and continue to motivate our players, parents and supporters.

Tribe Day is a preseason kickoff where each team and player will be introduced to the community. There will be a host of community speakers and special guests and the awarding of this year's Tribe Scholars, who are players who have excelled academically earning all A's on their final semester report card and complete satisfactory conduct. There will be plenty of food, fun and games for all ages to enjoy while also showing support to our youth in this community.

For more information on Tribe Day, ways to support, or to learn more about the South DeKalb Tribe please visit our website at www.sdtribe.com. You can also keep up with the Tribe by following us on Instagram and Twitter @sdtribe or liking the Facebook page: South DeKalb Tribe.

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