



Men's and Women's Track and Field
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Subject: Friends of Wyoming Track and Field News Letter

Dear Alumni and Parents of current team members,

With the economic climate that we currently face, all phases of business, education and sport have to come up with innovative ways to help supplement their operating budgets. The University of Wyoming Track and Field team is no different. We propose to implement a quarterly Track and Field newsletter that will update alumni and friends of the track and field program with the progress of the current team as well as in-depth interviews and highlights of our student-athletes. This newsletter will be distributed electronically via an email distribution list. Our intended target market will be parents of current student-athletes and former student-athletes. There will be 4 publications per year: November, January, March and May.

Proceeds from the news letter will go directly to the track team's operation costs including equipment, team travel, special meals and miscellaneous items. Donations provided will not in any way go towards Cowboy Joe points and/ or benefits. All proceeds will directly support the UW Track & Field program. This form of restricted giving will therefore not count toward Cowboy Joe Club membership, priority seating, priority points, or priority parking.

The benefits of the donations will entitle members to:

Receive the newsletter quarterly.

All donation dollars of \$50 or more in each calendar year will be privy to a 'special' thank you from the team.

Donations of less than \$50 will still be greatly appreciated.