

# Hockensmith Photographics & Fine Art Editions

February 2011

To league presidents, athletic board members, and coaches

I'd like to introduce myself; I am John Stephen Hockensmith, owner of Hockensmith Photographics in Georgetown. Our storefront is located at 146 E. Main St. We have professionally photographed schools and youth leagues throughout our career, and always provided our best quality and value. With that in mind, we have a completely revised product line and fund-raising options for 2011 and beyond. I have also included a tri-fold brochure that corresponds with our 2011 product line for your inspection.

Our most used fund-raising approach is sharing 20% of all revenues generated directly back to your league. This can help you offset ever growing expenses. This is simple, forthright, and we would enjoy the partnership opportunity on an ongoing basis. Coaches and their assistants always get a free team picture.

Using another fund-raising approach, we can offer up to five dollars in trade for each league participant who appears in a group photo. This five dollars value is good for the purchase of trophies and plaques for the children and coaches. Some leagues prefer to use this method to help offset of the ever rising cost of awards and banquets. This five dollar per participant program is good for products that are purchased through our profit sharing approved vendors.

We have recently developed and launched a new sports website; [www.sports.hockensmith.net](http://www.sports.hockensmith.net), which is a part of [www.hockensmith.net](http://www.hockensmith.net). This web facility allows league members online viewing and additional ordering options for of all our product lines. Please look through our new web facilities. We also keep standard store hours for Monday-Friday 9:00am-5:30pm and Saturday 10am-4pm. This offers each parent a reliable customer representative to answer question regarding picture quality and value.

Let's recap:

- \* 20% Profit sharing offering the best support of your league
- \* Coaches and their assistants get a free team picture
- \* We have a quick turn around
- \* Website and regular store hours for customer support

So, if you are concerned about obtaining and maintaining the very best in league photography for both the parents and league participants, as well as, how you can best maximize your fund-raising capacities please just give our studio a call at: 800-972-8385 or locally at 502-863-2299. My e-mail is [johns@hockensmith.net](mailto:johns@hockensmith.net) and my cell phone 502-316-2199. Thank you for your time and consideration.

All the best,

John S. Hockensmith