



May 1, 2010

Dear Golf Enthusiast,

You are cordially invited to attend the 9th annual Bay Area Sports Organizing Committee (BASOC) Celebrity Golf Classic on Monday, September 20th at the beautiful, highly rated, and challenging CordeValle Golf Club.

I encourage you to purchase a Corporate Foursome, or a sponsorship. The cost of the corporate foursome is \$2,500 and includes green fees, carts, tee prizes, lunch, and awards reception. Your contribution to BASOC, a 501 (C) (3) non-profit organization (#94-3052945), is tax deductible.

With us at CordeValle will be Northern California Olympians, sports and media celebrities. This is a wonderful opportunity to build relationships and entertain your special clients at this prestigious private golf course, while contributing to the future of sports and youth programs in the San Francisco Bay Area.

BASOC continues to be a volunteer membership based organization and our costs to carry out these activities remain quite low. Our Annual BASOC Celebrity Golf Tournament continues as a major fundraiser to help support BASOC'S financial needs and help us continue our efforts in the community.

BASOC's mission is to:

1. Support international, national and regional sporting events in the San Francisco Bay Area.
2. Continue our outreach programs to share the ideals and values of the Olympic Games with Bay Area youth in partnership with the Northern California Olympians.
3. Support the development of new sporting facilities and venues in the San Francisco Bay Area.
4. Pursue with confidence the ultimate goal of hosting the Olympic Games.

In the past five years, BASOC has bid and won the right to host several exciting national & international sporting events. These included:

- ✓ The successful 2007 World Junior Table Tennis – 198 players from 36 countries.

- ✓ 2005 FINA World Masters Championships at Stanford with over 75 countries and 7,500 athletes competing in five aquatic sports.
- ✓ The 2009 Summer National Senior Games – 10,000 senior (over 50) athletes, competing in 18 medal sports and 7 demonstration sports. Sixteen sports were held at Stanford University with the remaining nine sports held at venues around the Bay Area. The economic impact to our region was estimated to be more than \$35 M.
- ✓ The 4th annual Bay Area Senior Games at Stanford which is a legacy from the 2009 Summer National Senior Games event featuring 800 Bay Area Athletes competing in 14 sports April 9-14,2010.

As one of the United States Olympic Committee original Community Partners, BASOC takes part in events and creates opportunities to contribute to youth sports programs in the San Francisco Bay Area. Additional BASOC supported events include the:

- ✓ 2008 Beijing Torch Relay
- ✓ The United States Olympian's Reunion Weekend
- ✓ The 2008 *Welcome Home Olympians* Dinner
- ✓ February 12th *Night of Champions* Dinner celebrating the opening of the 2010 Vancouver Olympic Winter Games with our NBC Broadcast partners.

As the 2010 Golf Chairman, I support this great event and all of BASOC's activities and I hope you will too. I am including a golf registration form for you to sign up. If you have any questions please contact BASOC's Director of Marketing and Golf Director: Helen Mendel at 650.323.9400 or [hmendel@basoc.org](mailto:hmendel@basoc.org).

I look forward to seeing you at CordeValle on Monday, September 20, 2010.

Sincerely,

*Art Lund*  
*Hoge Fenton LLC (retired)*  
*BASOC Golf Chair*