



To: Sponsors  
From: Tom Dickelman  
Date: April 20, 2017

RE: **Net Gain 2017 Sponsorships & Fact Sheet**

Thanks for your interest in **Net Gain**, a very special event to be held in Lake Forest, Illinois on Saturday, June 24. We are seeking sponsors for what promises to be *more than just a game*.

**Net Gain** grew out of a 5-part series *Chicago Sun Times* sports writer and local resident Rick Telander wrote about the Orr Academy High School basketball team. (Google "A Season Under the Gun") Orr is situated in one of Chicago's toughest neighborhoods, of which Rick wrote:

*"The violence really never ends around Orr High School,  
and its basketball team is often caught in the crossfire."*

The Orr Academy team, with limited resources yet led by devoted Head Coach Lou Adams, went on to win the 2017 Illinois State 2A basketball championship. After following Orr for a season, Rick along with friend Fred Koch decided to create an opportunity for people to support the Orr program. Equally important, Fred and Rick envisioned a cultural exchange and profound life experience for athletes from Orr Academy *and* Lake Forest High School. **Net Gain** was born.

Our plan is to bring the Orr Academy High School basketball family to Lake Forest on Saturday, June 24. The day will begin with a noon gathering for both teams in the Pavilion at the Lake Forest Beach, followed by mid-afternoon JV and Varsity games featuring the Orr and Lake Forest teams. The event will be aggressively promoted throughout the area, and free-of-charge to all fans. After the games all participants, their families, & sponsors will join together for a bar-b-que.

In a time of increasing social tension and violence, **Net Gain** will:

- provide a unique, high profile model of how diverse communities can join together;
- offer a powerful life experience for student-athletes and attendees;
- give the Orr Academy High School basketball program needed support to continue having a positive impact on its players and community.

We enthusiastically seek your financial support, and appreciate your consideration.



## SPONSOR FACT SHEET

<b>Event</b>	Net Gain 2017
<b>Date</b>	June 24, 2017
<b>Sponsors</b>	Lake Forest High School, Community Church Charities
<b>Leadership Team</b>	Rick Telander, Tom Dickelman, Fred Koch
<b>LFHS Team</b>	Chris Morehead, Phil LaScala
<b>Sponsor Contact</b>	Tom Dickelman (tom@dickelman.com • 847.224 6226)
<b>Website</b>	www.netgain2017.org
<b>Costs</b>	This event is run by volunteers, and our goal is to keep costs as low as possible. Costs will include, but not be limited to: transportation, food, uniforms, programs and banners. Our hope is to provide the Orr basketball program with a five-figure check to a CPS-approved financial manager.
<b>Sponsorships</b>	Net Gain sponsorships are available for \$1000. Corporate logos and / or donor names will be placed on event banners and in the game day program. You are welcome to donate more than \$1000. Donations may be anonymous. Contact Tom Dickelman for donations under \$1000 or in-kind gifts.
<b>Additional Revenue</b>	The event will be free though we will receive game-day donations. Additionally, we will sell Net Gain 2017 t-shirts.
<b>Contact Information</b>	Checks may be made to Net Gain 2017 and sent to: Community Church Charities, P.O. Box 26, Lake Bluff, IL 60044. As a 501(c) 3 organization, donations to Net Gain through Community Church Charities are tax deductible, and will be acknowledged as such within 10 days of receiving the donation.
<b>More Information</b>	Contact Tom Dickelman (tom@dickelman.com • 847.224 6226)