



DETROIT SPORTS BROADCASTERS

A S S O C I A T I O N

May 20, 2012

Dear Friend of the DSBA,

It's time to clean off the golf clubs and start thinking about the 26th Annual Detroit Sports Broadcasters Association Charity Golf Scramble. And while you're doing that, here's why you should commit to play in one of the BEST golf events of the summer, Monday July 9 at Cherry Creek Golf Club and Banquet Center, Shelby Township.

In 1948, legendary Detroit Tiger broadcaster, Ty Tyson brought together a group of sports announcers and formed what is today the Detroit Sports Broadcasters Association. Now in its 64th year, broadcasting members of the DSBA like the late Ernie Harwell, Budd Lynch, Ray Lane, George Blaha, Jim Brandstatter, Ken Kal, Dan Dickerson, Mario Impemba and others used and continue to use their on-air celebrity to actively support Detroit and out-state communities. Specifically, the DSBA participates with colleges, high schools and middle schools by financially supporting education and their in-school broadcasting curriculums and the students that wish to one day be part of the sports broadcasting community.

Over the last two decades, the DSBA has contributed over \$140,000 to local high schools and colleges. In 2011, we contributed almost \$15,000 to Monroe Community College, Novi High School, Henry Ford II High School and Specs Howard School of Media Arts.

This year Michigan's leading insurance company, **Farm Bureau Insurance**, continues as our Presenting Partner. A new partner, **Lotus Bank**, will be sponsoring the **\$50,000 Hole-In-One "CHA-CHING" CHALLENGE**. And **Motor City Harley Davidson** (President Tom Celani), returns this year with a Harley Davidson Motorcycle also as a hole-in-one prize. So, you could win \$10,000 and a Harley on one of the 5 par 3's. This year's event will be a summer golf highlight.

You can support the DSBA and our community efforts in several ways:

1. You can golf in the event. An information brochure is enclosed.
2. You can be a sponsor / advertiser. Information is in the brochure.
3. You can purchase the enclosed sweepstakes tickets for a chance to win some fabulous prizes.
4. Any or all of the above (please note that you can pay for golf, tickets, ads, etc. by going to www.detroitssportsbroadcasters.com and clicking on Members and then on Payments)

Get your foursomes together and/or call us with any questions.

The Detroit Sports Broadcasters Association has been in the game since 1948. And as long as fans continue to play, listen to and watch sports, we will continue to be in the game through the decades ahead.

Thank you in advance for supporting the DSBA and we hope to see you July 9.

Sincerely,

Vicki Foley

Vicki Foley
President

Bill Harrington

Bill Harrington
Golf Chairman
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