



ATHLETE CONNECTIONS

Dear Friend,

In the world of college athletics, today's student athletes receive notoriety and fame for the accomplishments on their respective milieus. But what happens after they graduate and their collegiate careers are over? Research shows that only 1% of student athletes will actually have a professional career in their sport. Athlete Connections addresses the **futures of the other 99% of current and former student athletes** who do not go on to play professional sports.

After graduating, many of these students experience "real-world shock" and ask themselves, "What now?" Athlete Connections provides solutions for those athletes who have dedicated their time, talents, and efforts to their respective universities and receive their college degrees but are not being properly prepared for careers outside of sports.

Working closely with universities, **we have designed a program that improves the career opportunities** for young adults in professional business sectors. Athlete Connections develops pathways between professional communities and transitioning collegiate athletes through communication and partnerships. While equipping student athletes with the tools to compete professionally; we comply with all NCAA regulations.

The student athletes who benefit from Athlete Connections exemplify the discipline, motivation, and the leadership skills required to be successful in the business world and become future leaders of America.

While Athlete Connections has successfully expanded throughout the Southeastern United States, we cannot continue to grow without your support. We are kindly asking for your end of the year tax-deductible, financial contribution so we may continue to accomplish our mission.

Included with this letter you will find a sponsorship page and donation form. Please take a moment to look over the contribution page and do not hesitate to contact us with any questions. Your contributions will go directly to sponsoring student athlete workbooks, student athlete career fairs, workshops, mentor clubs and online employment postings. You can also link onto our fundraising site, www.DrivetotheGoal.com. We greatly appreciate any assistance you may be able to offer and look forward to continued growth and success in 2010.

Thanks in advance for your support,

Dan Cross, Founder and CEO
Athlete Connections

