

Hello,

My name is [Tom DeMorro](#) and I attend [Hamden High School](#). I am a student-athlete who plays [football](#) and is graduating in the [spring of 2018](#). It has always been my dream to play [football](#) in college but getting schools to notice you and spend time to see you play in a live game is difficult. Their season is the same time as ours and they are swamped with requests and videos sent that are rarely viewed.

I need to put a marketing plan and a media kit together that will demand the attention of coaches. A [Connecticut](#) company named [Video Scout](#) allows players like myself the chance to build my own custom scouting report that includes isolated, close-up game film that is condensed and broken down for easier viewing, scouting report write-ups, checklists and rankings by my position and the ability to reach every college coach in the country with my content.

In addition, they show what kind of person I am, not just the player, by conducting interviews, self-assessments, personality tests along with the social media behind it all to get it into the hands of the decision makers for the college sports teams and schools that are my best fit. They even provide professional experiences like sports psychology seminars to build mental toughness and tap into powerful tools like visualization and self-awareness so I can perform at the highest level possible.

I am writing you as a prestigious and respected member of our community, here in [Hamden](#), to see if you could please help me by sponsoring me as your student-athlete. In return you will receive a player plaque that recognizes me as a top player in my sport, since I have already been nominated by my coach, along with an official letter from the scouting service for you to proudly hang on your wall of fame. I will also agree to make a personal appearance whenever you like and to use me in your commercial that [Video Scout](#) will put on my film. This will play for everyone who views my film, shares and sends to family and friends in town, in school and nationally as my reports are being distributed to hundreds of college coaches and seen by thousands.

It's a great advertising opportunity for you as these films will be posted forever and what better way to be involved in our community? With your help, I hope to continue my playing career beyond high school, but more importantly perhaps get into a better school than I could've gotten into

without my scouting reports to add credibility to my online content and enhance my abilities.

Just like a college coach, [Video Scout](#) can not be everywhere to see every deserving student athlete they would like. Time and budgets prevent them from doing so. They are a [Connecticut](#) based company, with an A+ rating from the BBB and have been providing live coverage for nearly 20 years across the country. They are now locally at high schools and are offering players like myself an opportunity to expand their coverage and create a budget so that I can be a part of their database of players and be taken seriously as a college prospect.

The cost is \$450, which is very reasonable for what [Video Scout](#) will provide your business in exchange for your support. There are 8 parts to their program that take me through a professional scouting experience and track me with additional content and reports the entire time I am in high school. You would receive regular updates on my progress as well as more plaques to hang and more commercials on more films of me. It isn't mandatory to support the entire program of everything in order to help.

I would appreciate any help, at any level, to get the scouting process started so I can get on the map and have a shot at playing beyond high school. If you are interested you can choose how long or how much you would like to sponsor me. Who knows, maybe I'll be a big time player down the road and I'll come back to shake some hands and take some more pictures together another time when it will benefit you even more.

I have the agreement for you to fill out what you would like to do to sponsor my efforts and spells out all the community benefits and advertising you will receive through the [Video Scout](#) program.

Thank you for your consideration in helping me. Without your help, I may have never gotten a chance.

Sincerely,

[Thomas DeMorro](#)
[196 Centerbrook Rd](#)
[Hamden, CT 06418](#)
[203-288-5028](#)
tdemorro@gamil.com