

Matt Schneider  
The Gutter  
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To Whom it May Concern;

I am Matt Schneider, as many of you may know, and I am working towards opening the bowling alley. I am reaching out to you because I have an opportunity for advertisement which can help promote your business! We have a brand new scoring system with 8 TVs above the lanes. On those TVs, we can display advertisements during play, off time, and tournaments.

Two packages will be offered. The basic advertisement package will display your logo across all screens that are not being used. The premium package includes the same offer, but in addition, your logo will run across the bottom of the screen during play and there will be “commercial breaks” throughout game play that will ensure your logo is displayed. The premium package will display your logo during regular open play, tournaments, and league play.

If you are interested, please fill out the form below and return to me. Send your logo via email to [thegutter701@gmail.com](mailto:thegutter701@gmail.com). All advertisement start dates will begin on The Gutter’s first day of opening and are good for one full calendar year. Please refer to my contact information at the top of the letter for any questions that may arise. Thank you for your time and support.

Best Regards,

Matt Schneider

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The  
**Gutter**

The graphic consists of several horizontal lines of varying lengths and positions, some ending in small right-pointing arrows. Below these lines is a thick, solid black horizontal bar. A small white smiley face with two dots for eyes is positioned on the right side of this bar, partially overlapping the lines above it.



## The Gutter Advertisement Form

Name of Business: \_\_\_\_\_ Name of Owner/Operator: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_ - \_\_\_\_\_ Email: \_\_\_\_\_ @) \_\_\_\_\_

Signature of Owner/Operator: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Signature of The Gutter Owner/Operator: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Dates Aired (Leave blank):

Beginning Date: \_\_\_\_/01/2022

Ending Date: \_\_\_\_/01/2023

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Please check off the package of interest.

All payments must be made to: **The Gutter Attn: Matt Schneider** with this form.

- **Basic Package: \$365**

- Logo is displayed when nobody is playing

- **Premium Package: \$500**

- Logo is displayed when nobody is playing

- Logo is displayed during regular open play

- Logo will run across bottom of screen

- Commercial breaks will play your logo

- Logo is displayed during league and tournament play

- Logo will run across bottom of screen

- Commercial breaks will play your logo