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If you're looking to promote your product, then take a look at the *World's Greatest Amateur Pool League Association*. You may be missing the boat and a boat-load of cash that they generate!

Maybe you were once a member of VNEA? *If so, now is the time to come back! We're still here and stronger than ever*
Maybe you just haven't taken the time to review VNEA's Benefits? *Take 5 minutes TODAY and read this Brochure.*
Maybe you think you don't have the time to make it work? IT'S YOUR BUSINESS! *Make the time, it'll be worth it!*

Here's a little bit about us... (you can also find out more at VNEA.com)

The **Valley National 8-Ball League Association (VNEA)** is a non-profit organization established to promote the game of pool on coin-operated equipment. The membership is comprised of men, women and junior players, coin machine operators and supplier/manufacturers.

Founded in 1979, the VNEA has shown tremendous growth, success and stability by expanding from 2,500 members the initial season to nearly *100,000 players* currently.

These 100,000 men and women players will visit their local establishments two or three times a week and play more than ten million games of pool in competition and practice.

This year, teams from *35 states*, and *7 foreign countries* will compete each week in organized league play. These sanctioned players will receive:

- **Membership Cards and Patches**
- **Official Publication - VNEA "8-Ball News & Views"**
- **Standardized Set of National Rules**
- **Local, State and International Tournaments**
- **Awards Program**

VNEA's very attractive, full-color magazine is posted bi-monthly to VNEA.com for all of our players, and the world, to enjoy. We print the March issue each year and it is mailed directly to: **Sanctioned Players, Subscribers, Charter Holders, Suppliers/Manufacturers and Advertisers**. Reaching this vast market of pool enthusiasts offers an excellent vehicle and medium for advertisers who wish to promote their products or services, enhance their images and establish a competitive edge by communicating directly with our players and operator members.

The VNEA also offers advertisers the opportunity to promote their product at our **International Championships** held each year as follows:

Tournament Program - *This full-color souvenir program featuring rules, events, previous champions and much more is read and retained by participants and attendees.*

Tournament Booths - *Booth space is available in the tournament room, which is a very popular and excellent opportunity to display your products and/or services.*

Review the enclosed information and make the decision to become involved with the greatest association of its kind - **The Valley National 8-Ball League Association**.

If you have any questions or need additional information, please contact Brian Elliott, Director of Marketing & Promotions, at the VNEA Headquarters by calling **800.544.1346** or send him an e-mail at: info@vnea.com.



Las Vegas... VNEA Style.

Each and every year, the VNEA puts on a season culminating tournament that is second to none in the world! Players from all over the country and the world compete for cash prizes and other tournament awards. This unique International competition is always fresh and exciting for the amateur players that travel across the country to take part. League champion teams and other qualified players are cordially welcome to participate in this prestigious event. The annual event will take place "in the heart of the strip" at **BALLY'S HOTEL** during the week of **Memorial Day**.

The VNEA spares no expense for this occasion, scheduling events from live entertainment to trick shot artistry to an illustrious awards banquet. The Tournament Committee works hard to ensure that the event is conducted in a smooth and professional manner in order to make the players feel comfortable and at ease. This is apparent by the growing number of players that the tournament is attracting. As the players increase, so does the cash prize money which will continue to grow and appeal to even more players.

The VNEA ball is rolling and now is the time to climb aboard and reap the benefits that the Association offers.

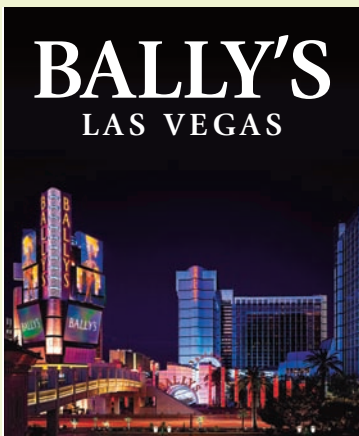


The VNEA Influence!

- Your company will play a prominent role in the growth of the world's largest pool league association of its kind - and repeated exposure to thousands of league players for your products and services, night after night, throughout the league year.
- VNEA membership makes you an "INSIDER" and demonstrates your commitment to your fellow operator and player members for greater industry and league activity.
- Promotional opportunities that can be developed by mutual agreement between your company and fellow members of VNEA.
- The use of the VNEA logo on your product literature and advertisements identifying your company as a proud sponsor.
- As a new Sponsor of the VNEA, you may receive **huge** Advertising and Exhibit Booth Discounts:



Call **800.544.1346** or visit **vnea.com** for more information



Review the next page for a wide variety of enormous Sponsorship Benefits available.

Vegas Event Essentials & Sponsorship Plans

PLACE: *Las Vegas, Nevada*

ESTABLISHED: *1980*

HOTEL: *Bally's Hotel & Casino*

OFFICIAL TABLE: *Valley Bar Tables*

The Field: Over 5,000 dedicated and excited VNEA Sanctioned League Players from 25 states and 8 foreign countries, including 6 Canadian provinces, will compete on 300 **Valley** pool tables for a chance at a piece of the \$500,000+ purse and coveted titles in one of our 34 unique events.

PICK A PLAN THAT FITS YOUR STYLE!

☐ **PLAN V:**

- Sponsorship of one of the Team or Singles Events
- Sponsorship identified on Company Banner or Gobo
- Rights for one year to the title:
"Sponsor of the VNEA International Championships"
- Recognition in all Press Releases
- National Magazine Advertisement
- Company Banner or Gobo displayed at Tourney Site
- Two complimentary Banquet Tickets
- VIP seating at all Special Events
- **Amount \$1,000**

☐ **PLAN E:**

- Sponsorship of two events of your choice
- Sponsorship identified on Company Banner or Gobo
- Rights for one year to the title:
"Sponsor of the VNEA International Championships"
- Recognition in all Press Releases
- National Magazine Advertisement
- Company Banner or Gobo displayed at Tourney Site
- Eight complimentary Banquet Tickets
- Tournament Program Advertising at no charge
- Tournament Booth at no charge
- Complimentary Room at BALLY'S Hotel up to 7 nights
- VIP seating at all Special Events
- Company Name/Logo on Int'l Champ. Trophies
- Article in Magazine about your Company
- A Day at a BALLY'S Pool Cabana to entertain
- A Link to your Website on VNEA.com
- **Amount \$3,500**

☐ **PLAN N:**

- Sponsorship of one of the Team or Singles Events
- Sponsorship identified on Company Banner or Gobo
- Rights for one year to the title:
"Sponsor of the VNEA International Championships"
- Recognition in all Press Releases
- National Magazine Advertisement
- Company Banner or Gobo displayed at Tourney Site
- Four complimentary Banquet Tickets
- Tournament Program Advertising at no charge
- Tournament Booth at no charge
- VIP seating at all Special Events
- A Link to your Website on VNEA.com
- Article in Magazine about your Company
- **Amount \$2,500**

☐ **PLAN A:**

- Sponsorship of two events of your choice
- Sponsorship identified on Company Banner or Gobo
- Rights for one year to the title:
"Sponsor of the VNEA International Championships"
- Recognition in all Press Releases
- Sponsorship of one of the Tournament Give-Aways
- example: flags, towels, beer cups
- National Magazine Advertisement
- Company Banner or Gobo displayed at Tourney Site
- Eight complimentary Banquet Tickets
- Tournament Program Advertising at no charge
- Tournament Booth at no charge
- Complimentary Room at BALLY'S Hotel up to 7 nights
- Airfare Allowance (\$500 limit)
- VIP seating at all Special Events
- Company Name/Logo on Int'l Champ. Trophies
- Company Name/Logo on (50) Tourn. Table Lights
- Article in Magazine about your Company
- An exclusive VIP Diamond Card
- A Day at a BALLY'S Pool Cabana to entertain
- A Link to your Website on VNEA.com
- **Amount \$5,000**

VNEA...

Where The Players Are!

simple application

Company Information

Company Name _____

Address _____ Ph: _____ Fax: _____

City _____ State/Prov. _____ Zip _____ e-mail: _____

Corporation Partnership Sole Proprietor

Principals and Titles

1. _____

2. _____

3. _____

Description of Products and/or Services _____

Sponsorship Plans *(check one)*

- V Plan - \$1,000**
- N Plan - \$2,500**
- E Plan - \$3,500**
- A Plan - \$5,000**

Check enclosed for: _____
Payable to VNEA

I affirm that the information given above is true and hereby make application to the VNEA for Sponsorship.

Signature

Date