



# ALAMEDA TABLE TENNIS CLUB

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ATTC is a  
USATT affiliated  
Club

## **Why ATTC sponsorship will be the best marketing investment you will ever make.**

Approximately 3 years ago the church that we rent from spent several thousand dollars on a mailing campaign for the grand opening of the Livingwater Community Center.

For the grand opening, the church rented the Haight school field and provided free food, games, bounce tent, music etc. Their mailing, which went out to tens of thousands of households in Alameda, brought 1 person.

Imagine if the church had said to the marketing company, "Wait, we only want to pay for the mailings that actually bring someone in."

Of course any marketing company whether: mail, newspaper, radio, TV or internet would decline. This is because, while they will talk about the big numbers of people who will potentially be exposed to your business, they know that very few will actually respond and become a customer.

But what if the church was even more audacious and said "Well, in addition to only paying for the mailings that bring someone in, we don't want to pay you with money. We want to pay for our marketing with food. This will work out cheaper for us."

While the above would have gotten the church laughed out of the office, this is exactly what ATTC will do for your business!

When you spend money to market with ATTC your efficiency rate approaches 100%!

The few people who do not use their gift certificate will cost you nothing more than the ink and paper the certificate was made from!

Those who do respond, do so because they have an interest in your product.

Since the focus will be on people who spend time in Alameda less than 1 mile away every week your chance of finding loyal customers is very high.

And you get to "pay" for all this by bringing people into your establishment and exposing them to your product, while supporting a local community resource.

What could be better!