

Dear Bar Owner/Manager:

Thank you for your consideration of hosting a team in our dart league. I want to provide you a brief description of the benefits, as well as expectations.

First, the benefits of hosting a team are:

- 1) A crowd of 8 to 12 people for 3 to 4 hours in your bar on 5 to 7 Monday nights during our season.** We have a 10 week regular season where you are guaranteed to host your home team for 5 matches. Teams may also make the playoffs, which could provide 1 or 2 more home matches for your bar.
- 2) Exposure to new patrons** – your home team will consist of 4 to 6 players, and they will host visiting teams from other areas of town, so you will see new faces in your bar who may return for future visits, perhaps becoming regulars.
- 3) League promotion of your bar** – we frequently promote special or regular events of our host bars to over 400 Atlanta area dart players (and these are folks who really like to hang out in bars, drink and throw sharp objects). We also have a state of the art website where your bar is listed on our bars information page with your address and phone number.
- 4) Possibly hosting leagues events** such as mini-tournaments (which may draw 20 to 40 people) or league meetings (which require attendance of a crowd of 20, sometimes as high as 40).

So for all this, what do we want from you? Here it is:

- 1) A fee of \$70 per season for the “bar fee”** – again this will get you 8 to 12 people for 3 to 4 hours on Monday nights for a cost of \$9 to \$12 per week (depending on playoff games).
- 2) Consideration of paying your player’s fees** - \$25 per player. Some bars do it, so bars don’t. Those who do see much more loyalty from their players who frequent their home bar on many nights beyond Monday. But, this is optional.
- 3) Reservation of dart boards and surrounding seating for home matches** from 7:30 until the end of the match (usually 10:30 at the earliest). Obviously, this is a must.
- 4) Consideration of providing an end-of-match house shot/shooter of your choice.** Most, if not all of our bars provide this as a courtesy to players. It is optional, but very much appreciated and wins you a lot of fans!
- 5) Your bar listed on our bars page along with address and phone info.** Interested players and current players frequent this page to get directions to bars and to see which bars participate in the league. Good advertising point for your bar!

That’s the pitch. I hope you will host a team. Please let me know if you have any questions or need more information.

Sincerely,