

Leo Mullen Artificial Turf Renovation Project

What : The Encinitas Soccer League (ESL) will raise funds and donate the proceeds to the City of Encinitas for a project to replace the grass soccer field with artificial turf at the Leo Mullen Sports Park

Why : Each year, the Leo Mullen Soccer Field is closed for three (3) months for repairs and to be re-sod. In addition, the field is also closed due to rain which causes rescheduling and missed practices. This reduction in field use and poor field conditions in the winter limits the attractiveness of the venue to many players and families. Due to this situation, these players and families frequently seek opportunities with soccer clubs in neighboring communities. Replacing the current grass field with artificial turf will address these issues and improve our overall community involvement by eliminating the need to close the field, enhancing the field quality, and providing an additional 30% - 40% playing time.

The artificial turf surface will also reduce the overall maintenance costs for the field. Current costs are over \$50,000 a year and the new surface will reduce those costs to \$10,000 per year. Artificial turf will also save hundreds of thousands of gallons of water currently used on the grass field. The City of Encinitas is intending to utilize these maintenance savings to replace the turf when it may be necessary in 10+ years.

There are over 6,000 artificial turf fields now in the United States, and the improved technology over the last 30 years provides a safe and even surface to play on all year. FIFA, the world's governing body for soccer, continues to be in full support of new generation artificial turf and truly believes in its advantages for soccer players at all levels.

How : The Encinitas Soccer League is a 501(c)3 nonprofit organization that has approached the City of Encinitas to conduct a capital campaign to renovate the Leo Mullen Soccer Field. On August 24, 2011, the City Council unanimously approved a memorandum of understanding and plan to replace the grass field at Leo Mullen with artificial turf. The campaign goal is to raise \$950,000. ESL is seeking tax deductible donations from families, friends, relatives, corporations and foundations. A pledge form is on the reverse side of this flyer with donor recognition levels. This is a chance for the local community to work together to provide a first class soccer facility in our city.

When : The campaign time line is to have all the funds collected and pledges confirmed by January 31, 2012 in order to get construction bids in place. Ground breaking is planned in March 2012, to coincide with the normal closure period for field maintenance. We plan for a dedication at the completion of installation in June 2012.

If you would like to serve on the campaign committee or have any questions:

Contact: John Wadas, Cell: 858-945-6189 or jwwadas@aol.com





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Artificial Turf Renovation Campaign

To assist the Encinitas Express Soccer League in raising funds to install an artificial turf playing surface that is available all-year around with no down time for maintenance, and with permanent soccer lines,

I/We hereby pledge to provide a tax deductible gift of \$ _____, payable to the Encinitas Soccer League, a 501(c)3 nonprofit organization (Tax ID #33-0806492). All contributions are tax deductible to the extent provided by law.

Name(s) (please print): _____

Business name (if applicable): _____

Address: _____ Email: _____

City/State/Zip _____ Phone #: _____

Payment of this pledge is in the form of: Cash Securities Other _____

Payment(s) shall be made as follows: _____

My/Our Company will match this gift. Name of Company _____

I/We wish the gift to be anonymous

I/We wish my/our names to appear as follows:* _____

I/We wish our gift to be: In memory of: _____

In honor of: _____

Signature: _____ Date: _____

Signature: _____ Date: _____

Donor Recognition Levels

Champion	\$250,000 +	Sponsor	\$10,000
Gold Medal	\$100,000	Patron	\$5,000
Silver Medal	\$50,000	Booster	\$1,000
Bronze Medal	\$25,000	Friend	<\$1,000

Note: Donors of \$1,000 and above will be recognized on a donor wall at Leo Mullen Sports Park