

Dear Business Owner.

I hope this message finds you well. I'm reaching out to share an exciting opportunity to support an inspiring young athlete. Our daughter, Veronica Palmer, a nationally ranked Karate competitor from the small town of Morinville, Alberta, has demonstrated extraordinary talent, dedication, discipline and perseverance.

At just 14 years of age, Veronica has already accomplished what many only dream of: competing at the national level in one of the world's most demanding and disciplined sports. In the world of Karate, the competition goes from National to Continental to the World ranking. Veronica is this year's National Champion in Female Cadet Kumite, earning an invitation to compete at the prestigious continental championship called the PanAmerican Karate Championship Tournament being hosted in Paraguay in August, 2025.

Karate demands intense physical training, mental focus, and unwavering commitment. What many people don't see behind the scenes is the financial challenge that comes with training at an elite level. From competition fees and travel costs to equipment and coaching expenses that aren't always covered by governing bodies, the road to success is often paved with financial sacrifice. Securing support from the community can make all the difference in an athlete's continued success. While Veronica's passion and potential are unquestionable, the financial resources required to support her growth and success remain a significant challenge.

This is where local champions, like you and your business, can make a real difference.

By supporting Veronica, your company would not just be helping a talented athlete, your sponsorship would symbolize a commitment to supporting emerging talent proving that national success can come from anywhere. With the right support, young athletes can thrive. Imagine aligning your brand with a story of inspiration and resilience; your business name associated with a rising national star athlete, representing not just them, but all of us.

In addition to the positive social impact, supporting Veronica also offers valuable marketing opportunities. You would receive exposure through her social media channels, website, and potentially through other channels. Your brand could be associated with a young, driven athlete whose journey resonates with people across the country, a reminder that success can come from anywhere, even a small town like Morinville!

We would be thrilled to discuss your business supporting Veronica further and explore how your involvement can make a lasting, positive impact to her and our community. You can contact us at 780.405.5591 or by e-mail at heatherpalmer@shaw.ca. If you prefer to view Veronica's website, www.veronicapalmer.ca to see her successes, please do. The website has an FAQ section if you have any questions.

Thank you for considering this opportunity to be part of Veronica's journey.
Warm Regards,

Anthony & Heather Palmer
780.405.5591
heatherpalmer@shaw.ca