



Dear [Recipient's Name],

On June 15, 2024, we will commemorate the 20th anniversary of the Justin Sheftel Memorial Softball Tournament, and it's hard to believe how far we've come since its inception. This year holds particular significance as we remember Justin and celebrate two decades of community support that has allowed us to honor his memory. This particular day is also noteworthy as it is the date Justin passed away.

**Board Members**

Mike Cudwadie

In 2005, just two months after the tragic incident that took Justin from us, a group of his friends proposed the idea of organizing a softball tournament in his honor. The success and growth of this event have been nothing short of amazing, thanks to the unwavering support of our community, family, friends, volunteers, and sponsors like you.

Ian Feinstein

Marissa Harper

Sponsorship dollars play a crucial role in our ability to provide scholarship awards to students in the Parkland and Allentown School Districts, as well as support various non-profit organizations in the community. The 20th anniversary of the Justin Sheftel Memorial Softball Tournament marks a significant milestone in our journey. This year, recognizing the extraordinary nature of our commemoration and the legacy of Justin, we have decided to elevate our higher sponsorship levels exclusively for 2024. We want our sponsors to be part of this exceptional celebration, emphasizing our deep appreciation for their continued support over the past two decades. This decision reflects our commitment to making the 2024 tournament an even more memorable and impactful event. As we raise the bar for sponsorship, please consider joining us in making this anniversary year a remarkable tribute to Justin and a testament to the strength of our community.

Elsbeth Haymon

Joshua Hermann

Adam Jaindl

Lynn Schiavone

Ryan Schmidt

The 2024 tournament is scheduled for Saturday, June 15th (rain date June 16th) at the Lehigh County Athletic Fields. We are thrilled to announce that St. Luke's University Health Network will return as our presenting sponsor. The day promises fun, food, softball, and activities for all ages, including a sports clinic, a Mocktail contest, a silent auction, and special activities for the younger participants.

Linda Sheftel

Elliot Sheftel

Darryl Shellhammer

We invite you to consider sponsoring our 20th anniversary tournament, enabling us to expand our community support and honor Justin's memory. Whether or not you've been involved in previous years or not, we encourage you to contemplate making a donation for this particular year and celebration. Enclosed with this letter, you will find detailed information on sponsorship, updates on the non-profits we support, and the scholarship winners. Stay tuned for information on additional events in 2024, such as Ladies' Night and the Golf Outing, by following us on Facebook or visiting our website at [www.justinsheftel.com](http://www.justinsheftel.com).

Kyle Zinkler

Sasha Zubizaretta

Your consideration means the world to us, and we hope you will join us on June 15th for a day filled with remembrance, gratitude, and community spirit. Thank you for your support!

Warm regards,

Linda and Elliot

**MISSION STATEMENT**

To celebrate Justin by providing athletic and educational opportunities for underserved youth in the greater Lehigh Valley.