

**Save BIG On
ALL Your Sporting
Goods Needs!**



3/3/12

ASA APPRECIATION SAVINGS!

Dear Allen Sports Association Baseball & Softball Member:

As a sponsor of ASA, DICK'S Sporting Goods values our commitment to your league. As a show of our appreciation for all that you do, we'd like to extend an exclusive offer to save on thousands of sporting goods items throughout our entire store.

Simply bring this letter to **DICK'S Allen** store location at **170 E. Stacy Road** on **Saturday March 3rd 9am-9pm**, and you'll receive an exclusive savings benefit of **15% OFF** your entire purchase in addition to the **Baseball/Softball Team Packet Coupon** savings.

Baseball/Softball Team Packet Coupon discount sheets will be handed out at the store on March 3rd: **10% off any Baseball or Softball Cleats, 10% off any Baseball or Softball Glove \$199.99 or less, 10% off any Baseball or Softball Bat \$199.99 or less, 10% off any Baseball or Softball Training Aid or Core Performance Product, 15% off any Baseball or Softball Apparel Item, and 10% off any regular price Cooler or Water Bottle.**

We know you'll enjoy these special savings, where you'll save big on the top brands for all your sports and recreation activities.

Again, thank you for all your efforts that have helped build our relationship with ASA!

Sincerely, DICK'S Sporting Goods



EVERY SEASON STARTS AT DICK'S

Take
15% off
YOUR NEXT PURCHASE

Limit one coupon per customer. Can be combined with Baseball/Softball Team Packet Coupons. Cannot be combined on Guaranteed In-Stock markdown, or used for layaways, gift cards, licenses or previously purchased merchandise. Coupon valid on in-store purchases only. No reproductions or rain checks accepted. Excludes firearms, ammunition, golf sets, electronics, treadmills, and championship merchandise. Some additional exclusions may apply. See store for details. ASSOCIATE: Scan barcode and take a group discount markdown.

Valid only on 3/3/2012

The complex block features a photograph of a Dick's Sporting Goods store exterior on the left. The store has a green and white facade with large glass windows and a prominent sign that reads "DICK'S SPORTING GOODS". To the right of the photo is a yellow background with black text. At the top of this section, it says "EVERY SEASON STARTS AT DICK'S". Below that, it says "Take 15% off YOUR NEXT PURCHASE". At the bottom, it says "Valid only on 3/3/2012". A small disclaimer in the middle explains the coupon's terms and conditions.