



# NYSAAA

New York State Athletic Administrators Association

To Whom It May Concern:

It is my pleasure to announce and welcome a new Corporate Partner to our **NYSAAA** family. **Platinum Royalties** is the ultimate fundraising opportunity for your school's athletic and activity programs.

What and who is Platinum Royalties? It is a fundraising opportunity that utilizes both a plastic card and an "App" for your cell phone. With those, you have access to a huge amount of local and national companies for discounts. You can go to [Platinumroyalties.com](http://Platinumroyalties.com) to learn more about the company and how they pass on fantastic savings to you, your students, parents, staff and communities in general.

What is more exciting for you and the NYSAAA is that there is virtually nothing for you to do, other than having your teams, clubs or activity organizations go out and market the cards/phone Apps within your communities. In regards to the NYSAAA, we will benefit by receiving a portion of Platinum Royalties profits from each and every card sold in New York State by our schools' various programs.

I have personally met and gotten to know the owner of the company, and I can assure you that this product is different from anything you have seen in the fundraising arena. The biggest draw is the access to brand name company accounts nationwide, versus similar products that access only your local businesses. You can literally travel anywhere using the Platinum Royalties card and App.

As I do with all Corporate Partners, all I ask is that you give them the opportunity to show you what they can do for you and your program(s). The product and service will then speak for itself.

As a **Vendor**, the NYSAAA asks that you participate in our statewide fundraising program, which is completely free to you and supports your local schools and community. A big portion from card sales goes to the 501c3 and back to schools across the state of New York.

Feel free to give me a call if you have any questions and you can reach the owner of Platinum Royalties direct at (407) 421-7655. Thank you for your support.

Sincerely,

Alan A. Mallanda, CMAA  
Executive Director