



Smyrna Youth Football League

**2010 YOUTH FOOTBALL AND
CHEERLEADING SPONSORSHIP
PROPOSAL**

INTRODUCTION

On behalf of the Smyrna Youth Football League, we would like to extend an invitation to you and your company to become a sponsor of our youth football program. We are a community non-profit, all volunteer organization whose mission is to provide quality recreation and skill development in the game of football and the sport of cheerleading, for all youth in Rutherford County ages 5-14. Our mission also includes:

- Bringing our youth closer together through common interest in sportsmanship and competition
- Instill the values of education and importance of behaving at school and home
- Acquaint the players with the fundamentals of the game rules; running, kicking, blocking, tackling and more
- Teach sportsmanship, teamwork and accountability; build character and discipline and love of the game.
- Encourage the players to maintain satisfactory grades in school and to emphasize the importance of keeping a proper relationship and balance between scholastic and athletic endeavors
- Keep our community youth busy and away from situations that lead to bad behavior

The most important steps in the planning process for a successful year is obtaining local and corporate sponsorships from businesses and organizations, to help offset some of the cost associated with the events. We are looking for sponsors who are willing to donate to assist in covering our major expenses such as field maintenance, additional lighting, broadcasting, playoffs, bowl games, cheer competition, officials, equipment and uniforms, insurance, trophies and administrative costs.











Sponsorship with the SYFL is a unique partnering opportunity for businesses and corporations. When sponsoring with us, we will do everything in our power to maximize your business exposure, and match your company with a diverse family target audience.

If providing sponsorship for the SYFL is an option for you and your company, please take some time to review the sponsorship information I have included with this letter. I am confident you will find a level of sponsorship that will be comfortable for your company as well as beneficial to our organization and community youth participants.

Sincerely,

Mark E. Dye
President, Smyrna Youth Football League

SPONSORSHIP PACKAGES:

	Logo appears on all email communications to parents throughout the season and one banner ad on our website's home page or page of your choice.	4 X 8 Banner Displayed At Home Games	Logo / Name on SYFL Web Site with Link To Your Site.	Sponsorship Plaque
Platinum Sponsor (\$500)				
Gold Sponsor (\$350)				
Silver Sponsor (\$250)				
Bronze Sponsor (\$150)				

Some important things to know about advertising with the Smyrna Youth Football League:

- Our website received 18,963 visits in 2009
- 15,954 of those visits were received during the months of June through November. (We leave your logo on our website until the next season so you continue to get visibility even after our season has ended.)
- We had over 700 boys and girls participating in our league last year and expect that number to grow
- All platinum and gold package holders will be announced prior to or during each game played.
- In 2010, we will begin communicating with our parents via email on a routine basis for the first time in our history. Our first communication will go out in late April announcing sign-ups.
- We are beginning online sign-ups in 2010 also. This will drive **even more** traffic to our website than last year.



Smyrna Youth Football League Sponsorship Agreement

Please return your completed form to the Smyrna Youth Football League, P.O. Box 1871, Smyrna, TN 37167, by Monday, June 14th or as soon as possible.

Company Name (as you would like it to appear in advertising and web site)

Point of Contact (Printed Name)

Company Mailing Address

Telephone

Email Address

Web Address

Sponsorship Amount Selection:

_____ Bronze (\$150) _____ Silver (\$250)

_____ Gold (\$350) _____ Platinum (\$500)

Signature: _____

Make your checks payable to:
Smyrna Youth Football League
P.O. Box 1871
Smyrna, TN 37167

www.smyrnayouthfootball.org

For questions regarding sponsorship, web or email advertising, please contact Lisa Dye at (615) 403-8403 or by email at lisadye@comcast.net. Logo and/or banner artwork should be emailed to lisadye@comcast.net.