

Corporate Donors & Sponsors - MYTF needs YOU!

MYTF is expanding - and it needs YOU to help make it possible!

After several years of at-capacity seasons with long waitlists, we are FINALLY going to be able to accommodate every child who wants to participate in MYTF! But to do it *and* keep it affordable for our families, we are going to need help.

If you own, work for, or know of a local business that might be interested in advertising in front of the MYTF crowd, please review or share the options below:

T-SHIRTS: Sponsor/co-sponsor business name OR logo will be single-color printed on the back of the kids' t-shirts (the MYTF logo goes on the front). Keep in mind, every one of our participants will get a shirt (we expect 400+!), so our MYTF tees are seen all over Northern Virginia! Single sponsor (ONLY your logo) - \$1500; co-sponsors (two logos on the shirt-back - \$1000 each). **(Note: deadline for t-shirt sponsor printing is March 1st!)**



COACH SHIRTS: We will be printing new coaches' shirts this season, but because of the need to put "COACH" on the back, our coach shirt sponsorship will work a little differently. We will add a shirt-sleeve logo or business name to our coach shirts for a (single) \$250 sponsorship.

NEWSLETTER ADS: These newsletters, published at the beginning of the season, will be distributed to all of our current families, posted for the season on our website for every website visitor to see, and used as printed marketing material at local McLean-area and McLean Youth Athletics events, so it's great exposure for any local business! **(Pricing is for a single season, currently Spring 2018.)** Sponsor must provide the ad copy, which should be print-ready (.jpg, .gif, .pdf, or .png file), and must be sized for the space or easily resizable/readable at the desired size. **(Note: deadline for inclusion in newsletter is March 1st!)**

- * Full-page ad - \$350
- * 1/4-page ad, front page - \$250 (there is only ONE front-page slot!)
- * Half-page ad - \$200
- * 1/4-page ad, regular - \$110
- * 1/8- page ad - \$60

DONATIONS: if you would just like to make a donation to MYTF but don't want/need to sponsor an ad, shirt, etc., we will happily publish the names of all businesses making donations in our newsletter (if received in time for printing) and on our website (we will also include sponsors of items above). Donation levels are as follows:

- ★ \$1000 or more – Blue Ribbon
- ★ \$500 - \$999 – Gold
- ★ \$350 - \$499 – Silver
- ★ \$200 - \$349 - Bronze
- ★ <\$200 – Patron

We hope that some of our MYTF families will be able to help us find businesses willing to sponsor portions of our program in exchange for some good publicity. Please visit our website at www.mcleantrack.org to learn more about our organization, or contact us at mcleanyouthtrack@gmail.com to set up a sponsorship. Thank you in advance for those who've offered or who are planning to participate!

Note: MYTF reserves the right to refuse any sponsorship/corporate advertisement that does not reflect our program's values or respect its demographic. MYTF is a diverse, inclusive program for all children in Northern Virginia, regardless of race, color, ethnicity, gender identification, ability (mental or physical), religion, national origin, financial circumstance, or sexual orientation. MYTF athletes compete according to the gender which with they identify, may use physical adaptive equipment not otherwise prohibited by the facility, and may wear (properly secured) garments consistent with their religious observances.

About McLean Youth Track & Field

MYTF is an in-house, developmental league, which means we only compete with our own athletes, allowing us to focus on teaching the sports (both Track & Field and Cross-Country in the Fall), encouraging sportsmanship, and emphasizing personal improvement. We believe that the most important part of youth sports is instilling a love of participating, setting a good foundation for a lifelong love of the game - whatever your chosen game may be.

MYTF is also an ALL VOLUNTEER organization.

Although we are now able to offer small stipends to our core staff (Director and Head Coaches), they're not full-time salaries, so these are still essentially volunteer roles that need LOTS of support! In addition to a host of assistant coaches who help run our practices and Meets, we ask parents in the program to help out as timers, measurers, recorders, starters, flag-wavers, and "cat-herders," our affectionate term for those who help keep order among our runners in between events or drills.

We are open to all local children of eligible age. It is MYTF's belief that every child should have the opportunity to participate in a sport, and we do our level best to make MYTF available to anyone who wants to give it a try. As such, MYTF is a diverse, inclusive program for all children in Northern Virginia, regardless of race, color, ethnicity, gender identification, ability (mental or physical), religion, national origin, financial circumstance, or sexual orientation. MYTF athletes compete according to the gender which with they identify, may use physical adaptive equipment not otherwise prohibited by the facility, and may wear (properly secured) garments consistent with their religious observances. We welcome ALL children and their families, and we cheer for everyone!

We hope that every child who comes through MYTF enjoys their experience, and leaves with both a foundational understanding of the sport and a positive attitude about his or her own abilities. And remember: **at MYTF, we always cheer loudest for the runner who finishes last!**

MYTF is open to all* local children of eligible age - and we cheer for EVERYONE!
(*This term is exhaustively inclusive. We do mean ALL.)



MYTF Key Stats

- 👤 **Serving:**
 - 👤 all communities in Northern Virginia
 - 👤 ages 5-14 (through 8th grade)
- 👤 **Participants:**
 - 👤 Fall 2017: 346
 - 👤 Spring 2018: 436 registered so far!
- 👤 **Registration Fees:**
 - 👤 \$60.00 for the first child in a family
 - 👤 \$40.00 for each sibling
- 👤 **Schedule:**
 - 👤 Practice options: Tuesdays, Wednesdays, and Thursdays
 - 👤 Meets: Sundays (both morning & afternoon in Spring 2018; will return to Sunday afternoons only, Fall 2018)
 - 👤 All events are encouraged but optional

MYTF Current Leadership:

Director: Mickey Skelton
Head Coaches: Adam Knudson, Mike Smith
Email Administrator: Morgan Holtman
Board of Advisors: Nancy Bao, David Borsos, Liz McMahon-Bubel, Jim Dehn, and Katherine Quinn

Email us at mcleanyouthtrack@gmail.com or visit us on the web at www.mcleantrack.org.