

LOVELAND YOUTH ATHLETIC ASSOCIATION

SPONSORSHIP PROPOSAL

League Background:

The Loveland Youth Athletic Association (LYAA) is the oldest football league in Northern Colorado. The league was established in 1962 as the Loveland Midget Athletic Association. The LYAA's focus is on the development of youth football players in Loveland, Berthoud and surrounding areas.

- Currently 400 male and female players in grades 3-8 competing in 26 teams.
- Each grade level has its own championship game.
- We play competitive local football for minimal cost to families.
- Emphasis on character building and learning the rules/positions of the game.

Competitions have a broad target audience offering your company a brilliant opportunity for brand exposure.

How Many People Your Company Can Reach:

- 400+ Players
- 800+ Parents
- 600+ Additional game attendees
- 400+ Player jerseys worn into elementary & middle schools, businesses, and other local events.

Sponsorships allow The LYAA to cater to the development of the league's players, all the while promoting the joint partnership between your company and the league.

On behalf of the Loveland Youth Athletic Association I would like to thank you for your time and hope you will take up the offer of joining The LYAA family.

Kind Regards,

LYAA Board Member

Phone:

Email:

Website: www.thelyaa.com

Sponsorship Options

The LYAA has 4 sponsorship levels available;
however, we are happy to tailor an arrangement to suit your needs.

Sponsor a Player

- Company logo on LYAA 2018 Sponsorship banner
- Special “Thank You” on the scholarship page of league website
- Company name on Championship t-shirts
- Option to put flyer/coupon in player registration packet (provided by you)
- Free website advertising and HTML link from league website
- Name & Logo on all LYAA printed and electronic documentation (Email, newsletter)

Package \$250

*This sponsorship allows a player in need to play football without cost to his or her family. You can specify a specific player or one will be chosen from the scholarship applicants.

Sponsor A Team

- Company name on front of jerseys (see example)
- Company logo (2 color) on player helmets
- Company banner (30”x48”) to be displayed at games
- Team photo & plaque, as well as a jersey for display
- One draft pick for the team
- Option to put flyer/coupon in player registration packet (provided by you)
- Free website advertising and HTML link from the league’s website (www.thelyaa.com)
- Name & Logo on all LYAA printed & electronic documentation (Email, newsletter)



Package \$500

*This sponsorship will provide the league with a set of playing uniforms and a funding contribution towards the cost of fields and officials.

Sponsor the League

- Company banner (3’x6’) to be displayed at weigh-ins, equipment checkout, and game days
- Company logo on Championship t-shirts
- Exclusive league email about your company
- Plaque for your display
- Option to put flyer/coupon in player registration packet (provided by you)
- Free website advertising and HTML link from league website
- Name & Logo on all LYAA printed and electronic documentation (Email, newsletter)

Package \$1,000

*This sponsorship allows The LYAA to minimize fees to our players, promote and grow the program, pay officials, and field costs.

All sponsorships valid for one year unless otherwise specified.

Sponsor the Future

- Two-year partnership with the Loveland Youth Athletic Association
- Championship Game named for your company including logo on Championship t-shirts
- Company banner (3'x6') to be displayed at weigh-ins, equipment checkout, and game days
- Exclusive league email about your company
- Plaque for your display
- Flyer/coupon in player registration packet
- Free website advertising and HTML link from league website
- Name & Logo on all LYAA printed and electronic documentation (Email, newsletter)
- Option to join us on "Sponsorship Saturday" and set up a booth to advertise your company

Package \$10,000

*This sponsorship allows The LYAA to promote and grow our amazing program and maximize the benefits to our players, parents and community.

Sponsorship Registration

Company Name: _____

Contact Person: _____ Phone: _____

Email: _____

Company Web Address: _____

Sponsorship Level:

- Sponsor a Player (\$250)
- Sponsor a Team (\$500)
- Sponsor the League (\$1,000)
- Sponsor the Future! (\$10,000)

Sponsor Player Pick (player & team levels): _____

Sponsor Coach Pick (team level): _____

Please email artwork for banners and advertising to admin@thelyaa.com

*Your sponsorship may be tax deductible.

