



**SYCAMORE ATHLETIC CLUB
SEASON SPONSORSHIP including 33rd ANNUAL HOLIDAY INVITATIONAL
BASKETBALL TOURNAMENT**

Dear SAC Supporter,

Your sponsorship of The Sycamore Athletic Club (SAC) Youth Basketball Organization helps to support scholarships for kids who would not otherwise be able to afford to participate, and offsets the cost of uniforms, equipment, and coaches training. In addition sponsorship dollars allow us to remain one of the only leagues to not charge gate fees during regular season games. **Ultimately your support for SAC allows more families to participate and provides more youth opportunities to receive the benefits of a quality organized sports program.**

Please consider sponsoring SAC's 2019 season and the 33rd Annual Holiday Basketball Tournament. The Sycamore Athletic Club provides an opportunity for more than 500 boys and girls in the Sycamore Community to play youth basketball each year.

For the 33rd year, SAC will host a Holiday Tournament with more than 50 teams and 500 kids in a fun and competitive 4-day division pool play with consolation and champion bracket. Drawing from teams from across the Greater Cincinnati area and beyond, this year's tournament will take place December 27-30, 2018.

New this year, all sponsors at or above \$500 will be recognized throughout the season AND during the Holiday tournament. Through your sponsorship, your organization will get in front of 3,500+ youth sports market of parents, coaches, program organizers, players, and fans. Please find attached the full list of sponsor benefits by support level.

So that you receive maximum promotion for your sponsorship, we ask that you respond by November 30, 2018.

Thank you for your support of SAC Basketball.

Sincerely,

Shannan Schmitt
Volunteer Coordinator &
SAC Holiday Tournament Chair
513.307.0328 or sschmitt@healthcollab.org

Dawn Heaton
SAC Board Chair & Holiday Tournament Co-Chair

Please mail check to:
SAC Basketball
9479 Farmcourt Ln.
Loveland, OH 45140

Sycamore Athletic Club Basketball

Sponsorship Opportunities

Youth Basketball of Cincinnati

Recognition & Benefits	Hall of Fame Season (\$1,000) 1 Available	All Star (\$500)	3 Point (\$300)
Season			
Email footer (3500+ distribution)	Listed as season sponsor with logo	Listed	Listed
SAC Webpage	Banner ad on schedules/standings	X	X
Limited Edition 2019 SAC T-shirt	Logo with prime positioning	Logo	Logo
Social Media mentions	X	X	X
Holiday Tournament			
Tournament Branding/Naming Rights	X	-	-
Printed promotional and email marketing	X	X	-
Signage at check-in	X	X	-
Provide coupons/printed materials at check-in	X	X	-
Post event communications and social media	X	X	-

5 Great Reasons to Support Youth Basketball

1 Help keep the cost of youth basketball programs low. Player participation fees cover the majority of the costs of our program, but your support provides scholarships for more than 25 students who would otherwise not be able to afford sign up fees and we are one of the only leagues to not charge at the gate for regular season games. That means more families participating and more children being able to receive the many benefits of an organized sports program.

In addition SAC supports Sycamore's high school basketball programs.

2 Increase awareness of your company's products and services. Each sponsorship package has promotional benefits: gym signage, website advertising, company name on t-shirts, etc. Through your sponsorship, your brand will be in front of 3,500+ youth sports market of parents, coaches, program organizers, players, and fans.

3 A welcomed form of advertising. In most settings consumers are inclined to tune out advertising. Although many traditional ways of reaching consumers are failing, youth sports sponsorships provide a positive and engaging way to market your brand. Parents like to see the companies that are supporting their community.

4 Build goodwill. Your support shows the community your commitment to the importance of organized sports and demonstrates your willingness to invest in youth.

5 Tax Deduction. SAC is a registered nonprofit so your donation is tax deductible.

Just \$500 significantly offsets league expenses. But what you'll also find is your support goes a long way to strengthen the bond between your brand and our community.