



2008 SPONSORSHIP PROGRAM

Market to over 2,500 members of the Ashburn community each week!

This fall will mark the 9th year that Ashburn Youth Football League (AYFL) has been providing Ashburn area boys and girls with the opportunity to participate in youth football and cheerleading. AYFL prides itself in teaching the fundamentals of football and cheerleading, teamwork and sportsmanship.

Our league is run entirely by volunteers that give tirelessly of their time and energy. As the league has grown from year to year, so have the costs associated with providing a quality program. This Sponsorship Program will provide significant support in helping finance the maintenance and improvement of our fields and the overall growth of the league.

AYFL welcomes the support of the surrounding business community in helping the league carry on the tradition of football and cheerleading here in Ashburn. Our 2008 Sponsorship program opportunities and benefits are enclosed. Your contributions are greatly appreciated by the AYFL and the families across Ashburn.

If you are interested in becoming an AYFL sponsor or have any questions concerning sponsorship, please email me at sponsor@ayfl.org.

Thank you for your support!

Sincerely,

Scott Barron
AYFL Sponsorship Director
sponsor@ayfl.org

League Sponsor- 2 Available

Sponsor Requirements

- Sponsorship Donation of \$5,000.

Sponsor Benefits

- Company banner advertisement and Web site link on the AYFL Web site Home Page, Standings Page, and Schedule Page – www.ayfl.org
- Company logo on ALL game jerseys
- Company name/logo on ALL Team Field Banners
- Mass e-mailings to AYFL participants advertising your sponsorship and information pertaining to your business.
- Full access to ALL AYFL outdoor events to distribute flyers, promotional materials, and/or provide concessions, including summer camps and outings.
- Opportunity to set-up a tabletop or booth at ALL AYFL outdoor events.
- Company sign (Max. 8X4) displayed prominently on game fields each week.
- Name/Add and Web site link on AYFL Web site Sponsor Page.
- Team Picture Composite of ALL AYFL football teams and Cheer squads.
- Company Logo displayed on ALL fields scoreboards, (if applicable).

Division Sponsor – 6 Available

Sponsor Requirements

- Sponsorship Donation of \$2,000

Sponsor Benefits

- Company banner advertisement and Web site link on the AYFL Web site Home, Standings and Schedule Pages – www.ayfl.org
- Team Sponsor Benefits* for 1 team in each Division--A, B, C, D, and Cheer.
*See “Team Sponsorship” for details.
- Mass e-mailings to AYFL participants advertising your sponsorship and information pertaining to your business.
- Full access to ALL AYFL outdoor events to set up table or booth to distribute flyers, promotional materials, or provide concessions*, including summer activities such as camps and outings.
- Name/Add and Web site link on AYFL Web site Sponsor Page.

*Concession fee may apply

Team Sponsor

Sponsor Requirements

- Sponsorship Donation: Divisions A, B, C--\$750/team
\$1250 for 2 teams
\$1500 for 3 teams-**Best Value**
- Division D-----\$600/team
\$1000 for 2 teams

**See note below

Sponsor Benefits

- Company banner advertisement and Web site link on AYFL Web site Team Page(if applicable) – www.ayfl.org
- Name on the back of your teams jerseys—20+ players per team in A, B, C
15+ players per team in D
- Name on your Teams Field Banner/Banners.
- A Team Picture Plaque of your team/teams.
- Mass e-mailings to AYFL participants advertising your sponsorship and information pertaining to your business.
- Full access to “Selected” AYFL outdoor events to distribute flyers, promotional materials and/or provide concessions*.
- Name/Add and Web site link on AYFL Web site Sponsor page.
- Ability to participate in summer AYFL events, such as camps and outings, for nominal fee.

** Parents sponsoring their child’s team would fulfill AYFL’s Volunteer requirement.

* Concession fee may apply.

Business Sponsor

Sponsor Requirements

- Sponsorship Donation of \$250

Sponsor Benefits

- Name and Website link on AYFL Web site Sponsor Page
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Individual Sponsor

Sponsor Requirements

- Sponsorship Donation of \$100

Sponsor Benefits

- Name on AYFL Web site Sponsor Page

Sponsor/Partner Contact Info:

Name: _____ Company: _____

Address: _____

Phone: _____ E-mail: _____

Fax: _____ Web Site Link: _____

Sponsor Level:

League____ Division____ Team____ /# of Teams____/Team Division/s _____
Business____ Individual____ Parent Sponsor____ Team Name/s (if applicable) _____

Important Notes

- All Sponsorship and Partner Agreements must be reviewed, signed and approved by the AYFL President and Treasurer.
- League, Division, and Team Sponsorships are available on a “First Come, First Serve” basis.
- AYFL “Outdoor Events” include all games and Picture Days, (space dependent).
- Mass e-mailings periodically distributed to AYFL members will be developed and approved by the AYFL Board. The AYFL will not provide sponsors access to the league Email distribution list, but will include Sponsor information/announcements pertaining to AYFL/Sponsor relationship in these e-mailings.
- The 2008 AYFL Season will include:
 - A, B, C, D and Cheer Divisions (Approx. 900 Players and Cheerleaders)
 - 3 Tryouts - June 14th, June 19th and July 12th
 - Scrimmage Jamboree August 23rd-tentative date subject to change
 - 9-10 Regular Season Games
 - 3 Playoff Weekends

AYFL Sponsor Signage Policy

- All signs, advertisements, promotional materials, and booth set-ups must be coordinated and approved by the AYFL Board of Directors prior to the event.
- All promotional materials, booth set-ups, and proper permits are the responsibility of the Sponsor and must be approved by AYFL.
- Sponsorship valid from June 1, 2008 to April 30, 2009.

Please mail contract and payment, made out to “AYFL”, to:
Ashburn Youth Football League, PO Box 634, Ashburn, VA 20146-0634

AYFL Sponsor

AYFL President

AYFL Treasurer

AYFL Sponsorship Director