



## **2010 SPONSORSHIP PROGRAM**

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

This fall will mark the 11<sup>th</sup> 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 2010 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 [sponsors@ayfl.org](mailto:sponsors@ayfl.org) .

Thank you for your support!

Sincerely,

Andrea Ronk  
AYFL Sponsorship Director  
[sponsors@ayfl.org](mailto:sponsors@ayfl.org)

# ***League Sponsor-***

## **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](http://www.ayfl.org)
- Company logo on ALL game jerseys' sleeves
- Mass e-mailings to AYFL participants, advertising your sponsorship and information pertaining to your business
- Scheduled access to AYFL outdoor events to distribute flyers, promotional materials, and/or provide your signature food item at our concession stand
- Opportunity to set-up a booth at AYFL outdoor events
- Company Logo, AD, and Web site link on AYFL Web site Sponsor Page
- Team Picture Composite of a AYFL football team and Cheer squad

# ***Team Sponsor***

## **Sponsor Requirements**

- Sponsorship Donation:

- 1 Team---\$700
- 2 Teams--\$1250 for 2 teams
- 3 Teams--\$1650 for 3 teams
- 4 Teams--\$2000 for 4 teams- ***Best Value***

## **Sponsor Benefits**

- Company Logo, AD, and Web site link on AYFL Web site Home Page – [www.ayfl.org](http://www.ayfl.org)
- Name on the back of your team's jerseys—18 to 23+ players per team
- A Team Picture Plaque of your team/teams
- Mass e-mailings to AYFL participants advertising your sponsorship and information pertaining to your business
- Access to "Selected" AYFL outdoor events to distribute flyers, promotional materials and/or provide a food item at our concession stand, as approved and scheduled by AYFL
- Company Information and Web site link on AYFL Web site Sponsor page

# ***Business Sponsor***

## **Sponsor Requirements**

- Sponsorship Donation of \$250

## **Sponsor Benefits**

- Name and Website link on AYFL Web site Sponsor Page

## Sponsor Information

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Fax: \_\_\_\_\_ Web Site Link: \_\_\_\_\_

### Sponsor Level:

League\_\_\_\_ Team\_\_\_\_\_ # of Teams \_\_\_\_ Team Name/s \_\_\_\_\_  
Business\_\_\_\_ Parent Sponsor\_\_\_\_ Camp\_\_\_\_\_

### 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 2010 AYFL Season will include:
  - A, B, C, D and Cheer Divisions (Approx. 1000 Players and Cheerleaders)
  - 3 Tryouts - Dates to be determined
  - Scrimmage Jamboree-Date to be determined
  - 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, 2010 to April 30, 2011.

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

\_\_\_\_\_  
Date

Your Donation is Tax Deductable!!

Tax FEIN # - 541991527