

SYC Football family and friends,

Welcome to the 2012 football season! My name is Karry Bennett and I have the honor this year to serve as Sponsorship Coordinator for SYC Football. While I am new to SYC Football I do have extensive experience in non-profit fundraising, which I hope to put to good use in this endeavor. It's an honor to work with Commissioner Eckert and the rest of the SYC Football Advisory Board to ensure the continued success of this fantastic organization.

As you are aware, SYC Football will not publish a yearbook this season as it has in the past. Our huge raffle endeavor is taking center stage. (Don't forget to sell those tickets!) This, however, does not diminish the importance of and need to solicit and recruit business sponsors. Financial support from our community is critical for this organization to continue to provide a quality and effective football program for our youth.

The following are talking points and facts about our program to reference as you reach out to potential business sponsors:

- Each year, in order to protect our players, SYC uses donations to ensure all gear is inspected to meet quality standards that ensure player safety.
- This past year alone, over 500 new helmets were purchased through the generosity of sponsorship.
- Donations give SYC the advantage of maintaining one of the lowest registration fees in the county for a club its size.
- Through donations, scholarships are given to players who financially are unable to pay for fees.
- According to the National Center for Education Statistics, youth who are involved in extracurricular activities, such as sports, maintain higher GPAs, have fewer absences and are more likely to aspire a college degree.
- According to studies, youth who are in a sports program are less likely to get involved with gangs and drugs.
- Sponsorship donations go a long way in helping to add a positive influence in a young person's life.
- Because SYC Football is a non-profit organization, 100% of all donations are dedicated to this program that touches the lives of our community's youth.
- This year SYC is proud to say we enrolled more than 400 football athletes into the program.
- As a 501(c)(3), your generous support is 100% tax deductible.

These are just a few positive aspects of our program that can help you communicate our mission to prospective donors. And remember that the most influential and effective point you can make is to share your own athlete's personal football testimony.

If you have questions or need any assistance or help, please feel free to contact me. Also, please note I will send local business incentives your way as I receive them.

Cordially,

Karry Bennett
SYC Sponsorship Coordinator

Thank you for supporting the Springfield South County Youth Club Football Program! Your generous support is ensuring the integrity, longevity and effectiveness of this important organization. Because of you, our registration fees stay down, our equipment is up-to-date and our scholarships provide the opportunity for more youth to play the game!

GOLD LEVEL SPONSOR: \$1,000

As a token of appreciation, Gold Level Sponsors receive:

- The opportunity to display your business's banner at our home field during the 2012 season (*Banner must not exceed 3x6 feet in size and must include 4 grommet holes for displaying.*)
- A listing on the SYC Football website with a hyperlink to your business's website
- A sponsorship plaque to display at your business

SILVER LEVEL SPONSOR: \$500

As a token of appreciation, Silver Level Sponsors receive:

- A listing on the SYC Football website with a hyperlink to your business's website
- A sponsorship plaque to display at your business

BRONZE LEVEL SPONSOR: \$250

As a token of appreciation, Bronze Level Sponsors receive:

- A listing on the SYC Football website
- A sponsorship plaque to display at your business

COMPANY NAME: _____

ADDRESS: _____

WEBSITE: _____ **PHONE:** _____

CONTACT PERSON: _____

SPONSORSHIP LEVEL: _____ **GOLD** _____ **SILVER** _____ **BRONZE**

Please make checks payable to SYC Football, or charge your donation by calling the SYC Office at 703-339-3796. Checks can be mailed to SYC, 7075 Newington Road, Unit G, Lorton, VA 22079

Springfield South County Youth Club is a 501(c)(3), not-for-profit organization. All donations are tax deductible.