



Santa Barbara FRIDAY NIGHT LIGHTS

TEAM SPONSORS Fall 2017 Season

On Line Advertising. Social Media Marketing. Website Exposure. On Site Display. Sampling Opportunities.

Sponsors will have an opportunity to showcase their business to almost 400+ Santa Barbara families on Opening Night Friday, September 8th - through November 3rd, 2017. Sponsors are able to display a banner (not provided by FNL) during opening night and during their teams game on Friday's. They will also be acknowledged during opening ceremonies. Each sponsor will receive exposure in the form of online advertising at www.santabarbarafnl.com. This includes a highlight frame and banner ads. Sponsors will receive additional advertising through all social media channels of Friday Night Lights. This included recognition via posts on Facebook and Instagram. On-Site sampling opportunities also available pending FNL approval.

WHY BE A SPONSOR WITH Santa Barbara FNL?

Increase awareness of your products and services. Each sponsorship package has benefits for the sponsor built in: field signage, website advertising, and online marketing opportunities. Through a sponsorship, your brand will be in front of the youth sports market of parents, coaches, program organizers, players and fans.

FNL: A welcomed form of advertising. In most settings consumers are inclined to tune out advertising. Youth sports sponsorships are a positive and engaging way to market a brand. Parents like to see the companies that are supporting youth & local sports, especially here in Santa Barbara.

Help keep the cost of our sports program low. Player participation fees cover the majority of the costs of our youth sports program but support from sponsors provides additional resources which help keep participation fees low. With lower fees, more families are able to afford to sign up and that means more children being able to receive the many benefits of youth sports.

Outstanding value for the dollars invested. When comparing the cost of other marketing outlets like print, radio, tv and billboard advertising, youth sports sponsorships are a great value and a smart option to include into the marketing mix.

Build goodwill. Companies that sponsor FNL teams make a positive contribution to our community. Overall this can evoke a community wide feeling that your company understands the impact and importance of sports for the youth in Santa Barbara. This feeling will instill loyalty among your business' current and future patrons. Your FNL team will present you with a sponsors plaque at the end of the season that you can showcase at your business.

Tax incentive. Santa Barbara FNL is a registered non-profit youth flag-football league here in SB. Our team sponsors help offset the hard costs of running the league and **100% of your donation is tax deductible.** TAX ID# 20-4574168. Businesses can get a tax break for making a charitable donation. Just another reason to sponsor a FNL TEAM!