



CENTRAL CASCADE YOUTH FOOTBALL & CHEER



2024 SPONSOR PACKAGE



WWW.CCYFC.ORG

WHO WE

ARE:

MISSION:

THE MISSION OF CCYFC IS TO ENCOURAGE THE YOUTH OF THE CENTRAL CASCADE AREA TO PARTICIPATE IN NOT ONLY FOOTBALL AND CHEERLEADING, BUT ALSO COMMUNITY SERVICE AND A TEAM ENVIRONMENT. NOT ONLY DO WE ENCOURAGE OUR ATHLETES TO EXCEL ON THE FIELD BUT THE CLASSROOM AND COMMUNITY AS WELL. THESE SERVICES INSTILL IN OUR YOUNG PEOPLE CORE BELIEFS, SKILLS, AND AWARENESS THAT THEY CAN APPLY IN THEIR LIVES FOR YEARS TO COME.

CCYFC CORE VALUES

OUR CORE VALUES ARE HEART, MIND AND SPIRIT!

A STRONG HEART IS TO THINK OF OTHERS NOT JUST ON YOUR TEAM OR SQUAD BUT OTHERS IN THE COMMUNITY.

A STRONG MIND NOT ONLY INCLUDES ACADEMIC SUCCESS. BUT THE ABILITY TO THINK OF THE WHOLE PICTURE. THINK ABOUT HOW YOU CAN SUCCEED.

A STRONG SPIRIT IS NOT JUST LOOKING AT SELF-SUCCESS BUT TEAM SUCCESS AND PROVIDING OTHERS THE ENCOURAGEMENT AND PUSH THEY ALSO NEED TO SUCCEED.

HEART, MIND & SPIRIT



WHY SPONSOR CCYFC?



Positive Impact – Sponsoring a youth sports team/League positively impacts your company, the league, and the community. Providing youth sports with funding gives them access to positive experiences. Additionally, you're helping keep kids off the streets by keeping them on the field. Having your brand's logo on or a banner on the field linked to website and on newsletters keeps you top of mind with your target customers. They'll remember you long after the final whistle blows.

Engagement with the Community – When you decide to sponsor CCYFC, your company is directly engaging with the community. You can go big, like having a table at a game to talk with people and hand out swag, or small, like offering a team discount for your product or service. Sending brand ambassadors out to games allows you to engage with your customers face-to-face and gain valuable feedback.

Generate Exposure – From physical and in-person assets like signage, logos, and in-venue advertising to on-site activation and sampling and integrated digital and social media campaigns, a youth sports sponsorship can garner tons of exposure. Additionally, when you use many different channels for marketing, you can reach customers at multiple touchpoints, unlike many traditional marketing techniques. This helps your brand cater to the constantly changing needs and preferences of your consumers and helps your brand stand out amongst the competition.

Support Your Other Marketing Initiatives – The best way to maximize your return and leverage your sponsorship is to make it consistent with other elements of your current marketing mix. When you use sports sponsorships to support your other marketing initiatives, it aids in brand recognition and recall amongst current and prospective customers.

Promotional Opportunities – Through sponsorship, your company can build customized in-person, digital, and social media campaigns that focus on sweepstakes, contests, sales, discounts, or product/service offerings. These promotions are for engaged fans and potential customers, which helps increase brand awareness, build loyalty and drive traffic to physical locations.

Build Long-Term Relationships – When a company or brand decides to sponsor youth sports like CCYFC, it demonstrates that they support youth sports, understand its benefits, and genuinely care about the community. This can help instill loyalty amongst the players and parents associated with our teams and a brand. If your company sponsors CCYFC, the children and families may be more willing to choose your products and services over a competitor long after their season ends.



PACKAGES

We understand that you have several choices when considering different marketing and community outreach opportunities, but we truly believe that this is a great fit.

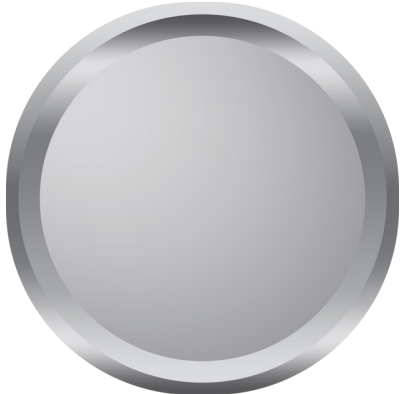
If you want something a little more customized in return for your sponsorship, we are very open to your ideas. We can tailor a package to fit you! Unfortunately, Football and Cheerleading is expensive and not all the families on our teams or squads can afford the cost. We ask for sponsorship to help subsidize the cost of new equipment, scholarships for players who can't afford to play, and operating expenses.



BRONZE \$500.00

(No Maximum # of sponsors)

- Your logo and link to your website on our website.
- Email blasts to our families thanking you for your sponsorship
- Social media posts about your business (Once Quarterly)
- Logo on our sponsor portion of our newsletter (Once Quarterly)
- A handwritten thank you card at the end of the season



SILVER \$1000.00

(Bronze Package +)

- Banner placement on silver sponsor
- Banner at all home games.
- Social Media and Newsletter placement is twice quarterly.



GOLD \$2000.00

(Maximum of 5 Sponsors)

(Silver Package +)

- A sponsorship of one of our home games (Limit 5 home games with one other sponsor)
- Social Media and Newsletter placement is once monthly.
- A picture of one of our teams/squads to hang in your office. (End of Season)
- Logo or name on Team shirt
- * (Jersey for your office or home + \$200.00)
- Jersey will be home or away.



Platinum \$3000.00

(Maximum of 5 Sponsors) (Gold Package +)

- A main sponsorship of two of our home games (Limit 5 home games with one other sponsor)
- Social Media and Newsletter placement is once monthly plus 2 events.
- * (Jersey for your office or home no cost)
- Jersey will be home or away.

HOW TO SPONSOR!

Cooperate/Event Sponsorship opportunities are also available:

For more information on cooperate sponsorships and an opportunity to have your logo on our uniforms contact us at cyfc.president@gmail.com there are a limited amount of cooperate sponsorship opportunities.

To become a sponsor contact us at: ccyfc.president@gmail.com and tell us what package you would like.

Current Cooperate Sponsors:



Storage



TAILWIND

FINANCIAL STRATEGIES

2022 Season Sponsors



Restoration
WATER DAMAGE EXPERTS



COLUMBIA COOLING
& REFRIGERATION

CRUNCH PAK

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APPAREL
EST 2021