



# EAGLE NATION

## JOHNSON CITY YOUTH SPORTS ASSOCIATION

**2026** Sponsorship  
Opportunities



PET DAIRY — This is the Pet Dairy squad of the Johnson City Little League. Front row, left to right: Bobby Sanders, Billy Young, Mel J. Estep, Bobby Eggers, John McKinnon, Mike Bawgus and Robin Hodges. Back row, left to right: Manager Madison Brooks, Mark Cooper, James Anderson, Bill Derby, Johnny Willis, Tommy Berry, Dean Orren and Robert L. Hodges, assistant manager.

Posted on 7-27-20 by Ted Bowers. Retrieved and formatted from microfilm of the Johnson City Press dated 8-7-59 by T.B.

*“We must open the doors of opportunity. But we must also equip our people to walk through those doors.” Lyndon B. Johnson*

Johnson City Youth Sports Association evolved from the Johnson City Little League and has been serving the community youth of Johnson City, Texas since the 1950's.

The JCYSA is a registered 501(c)3 volunteer-based organization that provides a fun and competitive sports atmosphere for all kids ages 5-14 while focusing on teaching fundamentals of the sport and instilling the core values of **good sportsmanship, courage, and character.**



# COMMUNITY SPONSORSHIP

Since 2023, JYSA has expanded beyond little league baseball and softball to include football, soccer, cheer, basketball, and volleyball. As Johnson City grows, we're growing too. In 2025, we launched our Community Sponsorship Program to invite local leaders to support our programs and help us continue fostering youth development through sports.

## ANNUAL COMMUNITY SPONSOR

Includes Spring Community Sponsor benefits.

Includes Silver and Bronze benefits as outlined below for **ALL** Sports Seasons.

**\$5,000 / Annual**

## COMMUNITY SPONSOR (SPRING)

Sponsor's name/logo on a banner hung on the exterior complex fence facing N. Nugent Ave all year long.

Premium Banner to use at your place of business.

Sponsor's name and logo will be listed next to the concession stand.

Includes Silver and Bronze packages as outlined below for one designated Season

**\$2,500 / Spring & Summer Season**



# FACILITY SPONSORSHIP

In 2025, JCYSA broke ground on much-needed upgrades to our facilities. As such, we are including the opportunity for multi-year naming rights for key areas, such as the entire JCYSA Sports Complex on N. Nugent St. and the upgraded concession stand. If you're interested, please contact us.

The Johnson City Youth Sports Association is dedicated to creating a fun, safe, and productive environment for student-athletes in our community. Over the years, we have made significant improvements to our baseball and softball facilities, but it's now time to address the condition, efficiency, and safety of these spaces. The JCYSA Board has prioritized upgrading the concession stands, announcer boxes, restrooms, and storage areas to better serve our mission of supporting youth sports.





# BASEBALL / SOFTBALL SPONSORSHIP

Our JCYSA youth tee ball, baseball, and softball program is designed to provide an opportunity for local youth to participate in an organized league with other towns from across the Hill Country.

## **GOLD (TEAM) SPONSOR**

Sponsor's name/logo on a premium dugout banner hung at each game on the dugout.

Public acknowledgment during Opening Day Ceremony.

Includes Silver and Bronze benefits.

**\$1,000 / Team**

## **SILVER SPONSOR**

Sponsor's name/logo on a premium banner hung on the interior field fence facing the stands during the spring and summer.

Public acknowledgment at games and events.

**\$500 / Spring & Summer Season**



# BASEBALL / SOFTBALL SPONSORSHIP

Our JCYSA youth tee ball, baseball, and softball program is designed to provide an opportunity for local youth to participate in an organized league with other towns from across the Hill Country.

## BRONZE SPONSOR

Recognition of Sponsor's name on a banner hung on the interior field fence facing the stands during the spring and summer.

Public acknowledgment at games and events.

Recognition on our website, social media pages, and promotional materials.

**\$250** / Spring & Summer Season

## SUPPORTER

Recognition as a "Proud Supporter of JCYSA"

All-Weather Custom Yard Sign

**\$100** / Donation



# SOCCER SPONSORSHIP

Our JCYSA youth soccer program offers local kids the chance to develop their skills and enjoy friendly competition. The season runs from September through October, providing a fun and engaging way for players to stay active and build teamwork.

## GOLD (TEAM) SPONSOR

Sponsor's name/logo on a premium field flag placed near each team's bench during game.

Includes Silver benefits.

**\$500** / Fall Season

## SILVER SPONSOR

Sponsor's name/logo on a premium field flag placed at entrance of game area.

Public acknowledgment at games and events

Recognition on our website, social media pages, and promotional materials.

**\$250** / Fall Season



# SOCCER SPONSORSHIP

Our JCYS youth soccer program offers local kids the chance to develop their skills and enjoy friendly competition. The season runs from September through October, providing a fun and engaging way for players to stay active and build teamwork.

## SUPPORTER

Recognition as a "Proud Supporter of JCYS"

All-Weather Custom Yard Sign

**\$100** / Donation



# BASKETBALL SPONSORSHIP

JCYSA youth basketball offers an exciting winter league for local players, running from December through February.

## **GOLD (TEAM) SPONSOR**

Sponsor's name/logo on a premium indoor standing flag placed near each team's bench during game.

Includes Silver benefits.

**\$500 / Winter Season**

## **SILVER SPONSOR**

Sponsor's name/logo on a premium indoor standing flag placed at entrance of game area.

Public acknowledgment at games and events.

Recognition on our website, social media pages, and promotional materials.

**\$250 / Winter Season**



# BASKETBALL SPONSORSHIP

JCYSA youth basketball offers an exciting winter league for local players, running from December through February.

## SUPPORTER

Recognition as a “Proud Supporter of JCYSA”

All-Weather Custom Yard Sign

**\$100** / Donation

# SPONSORSHIP DETAILS

All sponsorship packages required the full amount due on sponsorship acceptance.

For limited opportunities, it is a first-come first-serve with payment securing rights.

You must provide all final high-quality, printable artwork and logos by any required deadlines. If deadlines are missed, we reserve the right to make the best judgement as to the name and placement on sponsorship materials.

Please visit <https://www.jcyouthsports.org/sponsors> to fill our our Sponsorship Form.

## Questions?

Please contact: Mandy Buck, President JCYSA at 512-507-1525

Or email us at: [JCYouthSportsAssociation@gmail.com](mailto:JCYouthSportsAssociation@gmail.com)



**THANK YOU!**