



Dear Prospective Sponsor,

On behalf of the Reston Youth Association's Youth Sports Programs, I would like to extend an invitation to you, your family, and/or your company to become a sponsor for our 2019 season.

Reston Youth Association (RYA) is entering its 41st year in providing Tackle Football, Flag Football, and Cheerleading programs to the youth of greater Reston. For over four decades, RYA has been a positive outlet to thousands of boys and girls in the Reston community. As a 501c(3) all-volunteer organization, we work hard to keep this organization operating at the highest levels and take great pride in the achievements of this organization both on and off the field. Over the past six seasons, the winning percentage of our Tackle Football program finished within the top 3 of ALL Fairfax County organizations, with numerous championship teams. Many of our alumni are currently playing football and cheering at the High School and College levels!

None of this success would be possible without contributions to our program. As with many "small market" organizations, fundraising is one of our biggest challenges to maintain a program of this caliber. Every year we evaluate, replace and upgrade equipment to ensure we have the best equipment and uniforms for our children. Safety is a key driver in keeping and maintaining state of the art gear we provide our players. On average, it takes about \$270 to properly fit each tackle football player and upwards of \$185 to outfit our cheerleaders. This year, we purchased 100 of the #2 rated helmet in the world, at \$150 per helmet, to ensure the safety of our players.

In addition to equipment and uniforms, we continually strive to improve the playing fields we use in our year-round programs. In 2013, we contributed to the installation of two turf fields at South Lakes High School and are actively involved in discussions to make further updates to the athletics fields in and around the Reston area.

While Fairfax County and Reston are affluent areas, the majority of our participants are not. In fact, a significant portion of our players are "scholarship" candidates as defined by Fairfax County's Youth Sport Scholarship Program and receive financial aid in order to play. We strive to ensure every kid that wants to play can play, and no family is turned away due to financial reasons. Our registration fees are some of the lowest in Fairfax County, even for "non-scholarship" families.

Your tax-deductible contribution will make a significant difference in the lives of our young people by maintaining a safe and positive outlet during the critical years of their development. Watching these young athletes grow and develop over the years is truly something we can all take great pride in as an organization and a community.

Each of our volunteers and the 500+ families in our program sincerely appreciate all of our sponsors that make this amazing program possible.

Respectfully,

Wesley Williams
President, Reston Youth Association



RYA Sponsorship Program & Benefits

RYA Sponsorship Levels	Participant Sponsor \$200	Flag Football Team Sponsor \$250	Cheerleading Sponsor \$300	Tackle Football Team Sponsor \$450	Coach's Club \$600	Seahawk Sponsor \$1000	RYA Sponsor \$1700
Website Acknowledgement	✓	✓	✓	✓	✓	✓	✓
Parent Handbook Acknowledgement		✓	✓	✓	✓	✓	✓
Yearbook Acknowledgement		✓	✓	✓	✓	✓	✓
RYA Sponsor Plaque			✓	✓	✓	✓	✓
Name on Team Jerseys*		✓					✓ (2 teams)
Sponsor Banner (Home Games)						✓	✓
8 Tickets to FCYFL Hall of Fame Banquet							✓

Should you wish to sponsor on a larger scale or with varied benefits, please contact:

Wesley Williams, President of RYA, 757-342-0797

Email: weslwil@cdwg.com

Brad Love, Vice President of RYA, 571-268-4735

Email: blove310@gmail.com



Please indicate your sponsorship type and check the level of support:

Sponsor Level	Amount	Specify Choice
Participant Sponsor	\$200	
Team Sponsor – Flag Football	\$250	
Cheerleading Sponsor	\$300	
Team Sponsor – Fall Tackle Football	\$450	
Coach’s Club	\$600	
Seahawk Club	\$1,000 (full year)	
RYA Club	\$1,700 (full year)	
Other	Specify Amount	

**** Our T.I.N. will be furnished upon request ****

Please fill out the information below:

Sponsor Information	
Name of Contact	
Title	
Phone Number	

Business Information	
Business Name	
Street Address	
City	
State	
Zip	
Business Phone	
Type of Business	
Business Website	



RYA would like to acknowledge your support by recognizing your business on our website, banners, and/or yearbook. Please provide contact information for discussing your sponsorship display and information.

Logo and Artwork Contact	
Logo/Artwork Contact	
Phone Number	
Email Address	
Best time to contact	

Please send this completed information sheet along with your donation to:

**Reston Youth Association (RYA)
PO Box 2578
Reston, VA 20195**

Make checks payable to:
Reston Youth Association