



Baseball Softball Football
Lacrosse Soccer Cheerleading

Steele Creek Athletic Association
PO Box 7195 Charlotte, NC 28241

Sponsorship Opportunities

All sponsors will receive an invoice reflecting our tax deductible registered 501 (3) C Charity.

Website Advertising

With our new website at www.scaasports.com we are offering a new sponsorship opportunity. The new website is a portal of information, allowing SCAA members to learn about sponsors and any special offers made to SCAA members. A website listing includes:

- Company Logo
- Link to Company Website
- Descriptive paragraph about company
- List of offers to SCAA Members

\$100 – To advertise on the SCAA Website for one year.

SCAA Scholarship Fund

The Athletic Scholarship Fund provides a child with the opportunity to participate in Steele Creek Programs when otherwise they would not be able to afford to do so. In return for your sponsorship a child will have the opportunity to plan and you will be recognized in our quarterly newsletter. In 2012 SCAA extended close to 100 scholarships so that no child would be turned away for inability to pay.

\$100 – Provides the registration fee, uniform and equipment for one child to play sports at SCAA.

Company Banners

Sports Banners are a very effective way to get the name of your company, along with your telephone number and/or web page in front of hundreds of families with young children that are participating in sports. Sports Banners are inexpensive and provide great exposure for your firm. In addition to the over 900 children participating at SCAA, we also play host to many more families that visit our facility during All-Stars, Special Teams and Tournament competition. A banner sponsorship includes a website listing (described above). We ask for a 3-year banner commitment. The fees associated with a banner sponsorship are as follows:

\$600 – includes the cost of the creation of a full color banner¹ displayed for a full year on the athletic complex fencing.

\$400 – for the first year if the sponsor provides the banner. If the banner agreement starts mid-year (i.e. after spring season is over), the first fall season will be billed at \$150, with the first full year fee of \$300 starting the following January.

\$400 – renewal rate for years two and three.

\$200 – for the first season, if the sponsorship agreement is started between summer and fall seasons. Sponsor will be invoiced \$400 annual sponsorship amount the following January.

Team Sponsorships

Team Sponsorship is inexpensive and provides an excellent source of advertising for your firm. We have over 900 children participating in sports year round at SCAA. Team sponsorships are needed for Baseball, Softball and Soccer Teams in the spring and the Baseball, Softball, Soccer and Football in the fall. Team Sponsors will have their company displayed on the team uniforms and will be recognized in our quarterly newsletter. A Team Sponsorship includes a website listing (described above), a team plaque and an SCAA Jersey. We will make every effort to honor requests for sponsorship of specific teams. The fees associated with a team sponsorship are as follows:

Travel Teams:

\$700/year – spring AND fall team.

\$450/season – spring OR fall team

Rec Teams:

\$500/year – spring AND fall team, or two teams in one season.

\$300/season – spring OR fall team

¹ Standard size for banners is 3' x 5'



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Field Naming

With the numerous baseball and softball fields at SCAA there are opportunities to have your company name and/or logo displayed on the backstop of a ball field all year long at Steele Creek. In addition to the over 900 children participating at SCAA we also play host to many more families that visit our facility during All-Stars, Special Teams and Tournament competition. We ask for a 3-year banner commitment with the fees for each calendar year as follows:

- \$3500 for the football field,
- \$3000 per year, for the larger baseball and softball fields,
- \$2500 for the smaller (t-ball & machine pitch) fields.

The field naming sponsorship includes

- Professional sign, displayed prominently on the ball field backstop and outfield fence,
- Naming ceremony,
- Team sponsorship of a team playing at that field, for each season of the field naming agreement,
- Plaque for display at your office,
- Website listing (described above)

Capital Sponsorship

Capital Donors are named for companies or individuals that donate \$1000.00 or more. Capital monies are used to maintain the park and grow the association for our kids. Each contributor will be recognized in our quarterly newsletter and the Association board, which will be displayed in the park's common areas. Please contact Jeff Jager for additional recognition opportunities during our latest capital campaign. A Capital sponsorship includes a website listing (described above).

Cash Donations

Cash donations are always appreciated and the names of these companies or individuals giving more than \$100 will be recognized in our quarterly newsletter.

Sincerely,

Jeff Jager – (704) 583-4740
SCAA Fundraising Chair



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Sponsorship Level Election Form

Company Name _____ Contact Person _____
Company Address _____ Company Phone _____
E-mail Address _____ Company Website _____

I would like to make the following election for sponsorship participation:

- _____ Web Advertisement @ \$100 per year
- _____ Athletic Sponsorship Fund
I would like to sponsor _____ children at \$100 per child for a total of \$ _____
- _____ Banner Sponsor
New (\$600²) _____ New (\$400³) _____ New (Fall Start \$200⁴) _____ Renewal (\$400) _____
- _____ Travel Team sponsorship @ \$700/ year (fall and spring) Team Sponsor
- _____ Rec Team sponsorship @ \$500 / year (fall and spring, or two teams in one season)
- _____ Rec Team sponsorship @ \$300 / season Team Sponsor

Please note if you have a sponsorship preference.

| | <u>Spring</u> | <u>Fall</u> |
|---------------|---------------|-------------|
| Rec or Travel | _____ | _____ |
| Sport | _____ | _____ |
| Team | _____ | _____ |
| Child | _____ | _____ |
| Age Group | _____ | _____ |

_____ Capital Sponsor (contact Jeff Jager for additional recognition opportunities with our capital campaign)

Please accept my capital donation in the amount of \$ _____

_____ Field Naming:

Field _____ Sponsor _____

_____ Cash Donation in the amount of \$ _____

CHECK ENCLOSED FOR \$ _____ Please invoice me at the address above _____

Thank you in advance for supporting our community and children through the Steele Creek Athletic Association. You will receive a statement to be used for tax purposes as allowed by the law.

Sponsor Name (Type/Print)

Sponsor Signature

Date

² Includes the creation of a banner by SCAA

³ Cost if sponsor provides a banner

⁴ Banner sponsorship is billed each January at \$400 per year, but price is pro-rated for the first season if started between summer and fall seasons.