

# The Truth About Youth Football!

## We can't do it without great sponsors like you.

American Pride Youth Football League (APYFL) one of the best youth sports leagues in the Prince William County community needs your financial support.

### **Why we need YOUR help.**

Football is the most expensive youth sport.

- 1) Helmets alone can cost \$90. Each football player is provided with a certified helmet, shoulder pads, pants, pants pads, and jersey.
- 2) We must rent the practice and game fields from Fairfax and PW park authorities.
- 3) Each game has at least 3 referees that all get paid.
- 4) Our players generally keep their jerseys as a memento.

Given the diverse socio-economic area APYFL serves, our mission has always been to make the sport affordable for all.

- 1) We charged \$150 per player among the lowest fees of any of the other 23 organizations that are part of the tackle football system in which APYFL participates.
- 2) We subsidize many players' fees. These request come from parents who are struggling to make ends meet but whom still desire to provide their children with an opportunity to fully enjoy participating in these youth activities and team sports.

Without your help, we would be required to charge fees that would make it virtually impossible for many children to play football.

### **What is APYFL?**

APYFL is a non-profit organization serving over 500 boys and girls living in the Prince William County community by offering tackle football, flag football, and cheerleading. APYFL provides children from age 7 to 16 with a safe environment to play sports, emphasizing physical fitness,

skill development, sportsmanship, discipline and fun. Participants in APYFL come from across the county, including Occoquan, Dumfries, Quantico, Woodbridge, Dale City, and Manassas.

Football is considered one of the most demanding and rewarding of all youth league sports.

Therefore, it requires a huge commitment to the program from both player and parent. All of APYFL's more than 100 coaches and administrators are volunteers. Further, all of our coaches are required to pass multiple levels of certification administered by USA Football, as well as be cleared through a background security check.

In an effort to meet all of these demands, the APYFL Board of Directors is reaching out to you specifically as a prominent business and civic leader in the community to ask for your support of APYFL this coming year by serving as a corporate sponsor.



### **How can you help?**

Read through the list of sponsorship levels in this document and select the one that best fits your ability to assist your community. Or if you prefer, we welcome the chance to work with you to craft a unique recognition package that best serves the interest of your business. Further, we are more than happy to work with you to create other unique



**AMERICAN PRIDE  
YOUTH FOOTBALL LEAGUE**

**www.APYFL.net**



marketing opportunities in conjunction with APYFL sponsorship should you so desire.

### What do I do next?

If a follow up discussion is not necessary, and you are inclined to support the community in this way, you should take one of the following steps:

- 1) Work with the coach listed below to complete a sponsorship form.

Coach: \_\_\_\_\_

Phone #: \_\_\_\_\_

- 2) Go to [www.APYFL.net](http://www.APYFL.net) and click on “Become a Sponsor” button. We accept Paypal and credit cards on the website.
- 3) Simply email [sponsorship@APYFL.net](mailto:sponsorship@APYFL.net) and we will contact you directly.
- 4) Or if you prefer simply send your most generous contribution via check payable to APYFL to the following:

APYFL  
 Attn: Sponsorship  
 4393 Kevin Walker Dr. #222  
 Montclair, Virginia 22025

We thank you for your time and attention to this issue and for your generous support of youth programs in our community. Without you we could not provide a safe and fun environment for our children.



Benefits	Falcon	Bronze	Silver	Gold	Platinum	Diamond
Donation is tax deductible	✓	✓	✓	✓	✓	✓
Memento of appreciation	Cert	Plaque	Plaque	Plaque	Jersey	Jersey
Sponsorship listing on APYFL website		✓	✓	✓	✓	✓
__ coupon(s) in electronic coupon book*		1	2	3	4	6
Website Ad on APYFL home page			✓	✓	✓	✓
Listed on 2 emails sent to all parents thanking you for your support and asking parents to patronize your business			✓	✓	✓	✓
__ Custom email sent to all parents thanking you for your support and asking parents to patronize your business and a special offer of your choice					1	2
Premium Position on our truck sized banner at our home field				✓	✓	✓
Custom Landing page to promote a special offer						✓
Donation Level	\$1 to \$250	\$250 and up	\$500 and up	\$750 and up	\$1250 and up	\$2500 and up

\* - Electronic coupon book will have your coupon listed and we will share the link to the website through multiple channels for maximum exposure

Cert – Certificate of appreciation

Plaque – High Quality Plaque suitable for display in your business

Jersey – Plaque and Signed Falcons Jersey

*(In all cases, a receipt of your tax deductible donation will be provided.)*