



Dear Friends of the Community,

On behalf of the **American Pride Youth Football League**, I would like to extend an invitation to you, your family and/or company to become a sponsor for our 2011 season. The 2010 football season was the best season to date for **APYFL**. We fielded 19 teams and of those teams, 10 advanced to post season play with 5 reaching the county championship. All of us, including the players, parents, coaches, and volunteers are excited about what the 2011 season may hold.

Over the last few years, **American Pride Youth Football League** has sky rocketed to be one of the top clubs in the northern Virginia area. Thanks to the dedication, hard work, and commitment of all those who volunteer in the program, we continue to set new levels of success both on the field and in the lives of the young people that call themselves **APYFL Falcons**.

American Pride Football is committed to giving all their players the best possible equipment, facilities and this comes with a price tag. What we do is only possible because of the much appreciated donations from our community — from caring individuals and community-focused businesses that share our goal of building strong character and discipline into our most precious asset, the youth of our community. Each of our volunteers and the 500+ families in our program sincerely appreciate all of the sponsors that make this amazing program possible.

Your sponsorship dollars will help us cover our major expenses such as equipment purchases and reconditioning, league fees, our Skills Camp for beginners, field usage fees, officials, insurance, scholarships for those that cannot afford to pay and other administrative costs. As always, 100% of your sponsorship dollars benefit the children/program and your donation is tax deductible.

If providing a sponsorship for the **American Pride Youth Football League** is an option for you, your family or your company, I encourage you to review the sponsorship information included with this letter and to visit our website at www.apyfl.net to read more about our program. 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 marketing opportunities in conjunction with APYFL should you so desire. Thank you in advance for your consideration and support of **American Pride Youth Football League**.

Go Falcons!

John Keast

Commissioner - APYFL

www.APYFL.net

American Pride Youth Football Corporate Sponsorship Agreement

APYFL Sponsorship Levels

Diamond* - \$2,500 For your donation of \$2,500 or more, your business will receive from APYFL:

- A trophy and jersey from the American Pride Football League.
- APYFL Falcons bumper sticker to show you are on the team.
- Sponsorship listing on APYFL website and your logo will appear on the APYFL home page.
- 6 coupons in our online coupon book which will be shared through many channels for maximum exposure.
- Listed on 2 emails sent to all parents thanking you for your support and asking parents to patronize your business.
- Premium Position on our truck sized banner at our home field.
- 2 **custom** emails sent to all parents thanking you for your support and asking parents to patronize your business and a special offer of your choice.
- Custom landing page to promote a special offer

Platinum* - \$1,250 For your donation of \$1,250 or more, your business will receive from APYFL:

- A trophy and jersey from the American Pride Football League.
- APYFL Falcons bumper sticker to show you are on the team.
- Sponsorship listing on APYFL website and your logo will appear on the APYFL home page.
- 4 coupons in our online coupon book which will be shared through many channels for maximum exposure.
- Listed on 2 emails sent to all parents thanking you for your support and asking parents to patronize your business.
- Premium Position on our truck sized banner at our home field.
- 1 **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.

Gold* - \$750 For your donation of \$750 or more, your business will receive from APYFL:

- A Plaque from the American Pride Football League picturing the team that you sponsored.
- APYFL Falcons bumper sticker to show you are on the team.
- Sponsorship listing on APYFL website and your logo will appear on the APYFL home page.
- 3 coupons in our online coupon book which will be shared through many channels for maximum exposure.
- Listed on 2 emails sent to all parents thanking you for your support and asking parents to patronize your business.
- Premium Position on our truck sized banner at our home field.

Silver* - \$500 For your donation of \$500 or more, your business will receive from APYFL:

- A Plaque from the American Pride Football League picturing the team that you sponsored.
- APYFL Falcons bumper sticker to show you are on the team.
- Sponsorship listing on APYFL website and your logo will appear on the APYFL home page.
- 2 coupons in our online coupon book which will be shared through many channels for maximum exposure.
- Listed on 2 emails sent to all parents thanking you for your support and asking parents to patronize your business.

Bronze - \$250 For your donation of \$250 or more, your business will receive from APYFL:

- A Plaque from the American Pride Football League picturing the team that you sponsored.
- APYFL Falcons bumper sticker to show you are on the team.
- Sponsorship listing on APYFL website.
- 1 coupon in our online coupon book which will be shared through many channels for maximum exposure.

Falcon - Under \$250 For your donation of up to \$250, your business will receive from APYFL:

- A Certificate from the American Pride Football League.
- APYFL Falcons bumper sticker to show you are on the team.

APYFL is reaching out to the businesses and individuals in our local community that recognize the importance of investing in our most precious asset, our YOUTH. We salute our partners for their corporate citizenship and continued support. Our history of success in providing a quality football program and stressing the importance of education gives APYFL a strong foundation as a quality partner to any business or individual.

If you are interested in partnering with APYFL please contact Sponsorship Directors: Jeremy Moore @ 703-447-4749 or John Keast @ 202-997-2400.

All Sponsorship levels will receive a receipt for your tax deductible donation.

**Diamond, Platinum, Gold & Silver sponsors, please send your company logo or advertising graphics to americanpridefootball@gmail.com.*

American Pride Youth Football League

2011 Sponsorship Form

Company/Sponsor Name:	
Address:	
City, State, Zip:	
Phone:	
Email:	
Website:	
Contact Person:	
Authorized Signature:	

YES, I want to be part of youth development in Prince William County.

Please accept my donation in the amount of: _____ for Team/Coach _____

Falcon \$1 - \$249	Bronze \$250+	Silver \$500+	Gold \$750+	Platinum \$1,250+	Diamond \$2,500+
Certificate	Plaque	Plaque	Plaque	Trophy & Jersey	Trophy & Jersey
	Sponsorship listing on APYFL website	Sponsorship listing on APYFL website	Sponsorship listing on APYFL website	Sponsorship listing on APYFL website	Sponsorship listing on APYFL website
	1 coupon(s) in electronic coupon book	2 coupon(s) in electronic coupon book	3 coupon(s) in electronic coupon book	4 coupon(s) in electronic coupon book	6 coupon(s) in electronic coupon book
		Website Ad on APYFL home page	Website Ad on APYFL home page	Website Ad on APYFL home page	Website Ad on APYFL home page
		Listed on 2 group emails	Listed on 2 group emails	Listed on 2 group emails	Listed on 2 group emails
				1 Custom Email	2 Custom Emails
			Premium Position on our truck sized banner	Premium Position on our truck sized banner	Premium Position on our truck sized banner
					Custom Landing page

- See website for specific details about these benefits

Please make check or money order payable to APYFL. If you prefer to use a Credit Card or PayPal, please visit www.APYFL.net and click the "Become a Sponsor" to complete this form online. Include website URL, logo, message, etc. that you would like used on our website to promote your organization. The sooner you provide this information, the sooner we can display it on our site. **APYFL is a tax exempt charity so your donation is tax deductible. APYFL Tax ID# is 30-0572231.**

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