



2018-2019 SPONSORSHIP PROGRAM

Market to over 2,500 members of the Ashburn community each week!

This fall will mark the 19th year that Ashburn Youth Football League (AYFL) has been providing Ashburn area boys and girls with the opportunity to participate in football and cheerleading. AYFL prides itself in teaching the fundamentals of football, cheerleading, teamwork, and sportsmanship.

Our league is run entirely by volunteers that give tirelessly of their time and energy. As the league has grown from year to year, so have the costs associated with providing a quality program. This Sponsorship Program will provide significant support in helping finance the maintenance and improvement of our field usage, new equipment purchases and the overall growth of the league.

AYFL is continuously looking to expand our youth programs and welcomes the support of the surrounding business community in helping the league carry on the tradition of football and cheerleading here in Ashburn. Our 2018 Sponsorship program opportunities and benefits are enclosed. Your contributions are greatly appreciated by AYFL and the families across Ashburn.

This fall we will be offering tackle, ultimate flag, and cheerleading. We are continuing our Loudoun Youth Football Association (LYFA) partnership with Central Loudoun Youth Football League (CLYFL), Lower Loudoun Boys Football League (LLBFL), and Upper Loudoun Youth Football League (ULYFL). This partnership will allow in-season interleague play as well as an integrated championships at each division. This will create greater exposure for our sponsors, as more families from around the county will be coming to our fields to play.

If you are interested in becoming an AYFL sponsor or have any questions concerning sponsorship, please email me at: fundraising@ayfl.org

Sincerely,

Anne Marie Stewart-White
AYFL Director of Sponsorship

SPONSORSHIP LEVELS

1- League Sponsor – Platinum Level

Sponsor Requirements: Donation of \$5,000

Sponsor Benefits:

- Company banner and Web site link on the AYFL Web site Home and Sponsor Page
- Company logo on ALL game jerseys' sleeves
- Access to AYFL events to distribute promotional materials and/or sell products or services
- Company Logo, AD, and Web site link on AYFL Website Sponsor Page
- Team Picture Composite of an AYFL football team and Cheer squad
- Full page Logo, AD, and Web site link displayed during replay of AYFL's "Game of the Week"
- Flyer space made available during any AYFL camps or events
- Large league approved Company banner displayed by the AYFL at all games

2- Division Sponsor – Gold Level

Sponsor Requirements: Donation of \$3,500

Sponsor Benefits:

- Access to AYFL events to distribute promotional materials and/or sell products or services
- Name on the back of your team's jerseys—18 to 23+ players per team
- Company Logo, AD, and Web site link on AYFL Web site Sponsor Page
- 1/2-page Company Logo, AD, and Web site link displayed during replay of AYFL's "Game of the Week"
- Large league approved Company banner displayed by the AYFL at all games
- Team Picture Composite of an AYFL football team and Cheer squad

3- Team Sponsor – Silver Level

Sponsor Requirements: Donation of \$2500 - 4 teams "Best Value"

Sponsor Benefits:

- Company Logo, AD, and Web site link on AYFL Web site Sponsor Page
- Name on the back of your team's jerseys—18 to 23+ players per team
- A Team Picture Plaque of your team/teams

- Access to “Selected” AYFL outdoor events to distribute flyers, promotional materials and/or sell products or services as approved and scheduled by AYFL at approved fields
- Company listed as Team Sponsor in AYFL Program and during replay of AYFL’s “Game of the Week”

4- Team Sponsor – Brass Level

Sponsor Donation Requirements:

1 Team---\$800

2 Teams--\$1450

3 Teams--\$2000

Sponsor Benefits

- Company Logo, AD, and Web site link on AYFL Web Sponsor Page
- Name on the back of your team’s jerseys - 18 to 23+ players per team
- A Team Picture Plaque of your team/teams
- Access to “Selected” AYFL outdoor events to distribute flyers, promotional materials and/or sell products or services as approved and scheduled by AYFL at approved fields
- Company listed as Team Sponsor in AYFL Program and during replay of AYFL’s “Game of the Week”

5- Business Sponsor -

Sponsor Requirements: Donation of \$500

Sponsor Benefits

- Name and Website link on AYFL Web site Sponsor Page
- Company listed as Business Sponsor in AYFL Program and during replay of AYFL’s “Game of the Week”
- Scheduled access to market at AYFL outdoor events, i.e. camp and jamboree

6- Camp Sponsor -

Sponsor Requirements: Donation of \$1,500

Sponsor Benefits

- Company listed as Camp Sponsor in AYFL Program and during replay of AYFL’s “Game of the Week”
- Scheduled access to market at AYFL Football Camp
- Name on AYFL Website Sponsor page
- Company name on each player’s camp jersey or t-shirt

7- Restaurant Sponsor -

Sponsor Requirements: Donation of \$2,000

Sponsor Benefits

- Company airs (3) AYFL “Games of the Week” where AYFL promotes sponsors restaurant and invites 60 – 90+ AYFL players and parents to attend your restaurant to watch a replay of the featured game
- Company listed as Business Sponsor in AYFL Program and during replay of AYFL’s “Game of the Week”
- Scheduled access to market at AYFL outdoor events, i.e. camp and jamboree
- Name on AYFL Website Sponsor page
- Large league approved Company banner displayed at all AYFL at all games

Sponsor Information:

Name: _____ Company: _____

Address: _____

Phone: _____ E-mail: _____

Fax: _____ Web Site Link: _____

Sponsor Level:

League (Platinum): _____ Division (Gold): _____ Team (Silver): _____

Team (Brass): # of Teams _____ Business _____ Parent Sponsor _____ Camp _____ Restaurant _____

Important Notes: Sponsorship valid from 6/1/18-5/31/19. **Payment due by July 31st.**

*All Sponsorship Agreements must be reviewed and approved by the AYFL President and Secretary

*League, Division, and Team Sponsorships are available on a "First Come, First Serve" basis

*AYFL "Outdoor Events" include game days and Jamboree, space dependent/county approval

*The AYFL will not provide sponsors access to the league Email distribution list, but will include

Sponsor information/announcements pertaining to AYFL/Sponsor relationship on our website

*The 2018 AYFL Fall Season will include:

*A, B, C, D Tackle, Flag, and Cheer Divisions (Approx. 800 Players and Cheerleaders)

*3 Evaluations - Dates to be determined *AYFL Jamboree - Date to be determined

*9-10 Regular Season Games and 3 Playoff Weekends

*AYFL Sponsor Signage Policy: All signs, advertisements, promotional materials, and booth set-ups must be coordinated and approved by the AYFL Board of Directors prior to the event

*All promotional materials, booth set-ups, and permits are the responsibility of the Sponsor

Please mail contract and payment, made out to "AYFL", to:

Ashburn Youth Football League, PO Box 634, Ashburn, VA 20146-0634

AYFL Sponsor AYFL President AYFL Secretary

AYFL Sponsorship Director Date

Your Donation is Tax Deductible!!

Tax FEIN #46-56668608