

MidValley Pop Warner Football & Cheer Sponsorship Proposal



2009

The mission of Pop Warner Little Scholars, Inc. is to enable children to benefit from participation in team sports and activities in a safe and structured environment. Through this active participation, Pop Warner programs teach fundamental values, skills and knowledge that children will use throughout their lives.



MidValley Pop Warner Football & Cheer
PO Box 1112
Albany, OR 97321
www.mvpopwarner.com

Dear MidValley Pop Warner Supporter:

The players and families of MidValley Pop Warner Football and Cheer sincerely thank you for your commitment to our organization and invite you to support our league for the 2009 season. Last year's season was a wonderful success with nearly 1,000 players and cheerleaders between the ages of 5 and 14 years old on more than 60 football teams. This success would not have been possible without the generous support of business and individuals such as you.

MidValley Pop Warner was formed in 2002 to offer the national Pop Warner Little Scholars, Inc. (PWLS) opportunities to area youth. Pop Warner Little Scholars was founded in 1929 under the belief that athletics and scholastics go hand in hand. Pop Warner operates based on the following guiding principles.

More than just athletes! – PWLS is the only national youth sports organization in America that requires its participants to perform adequately in the classroom before permitting them to play. We believe that the standards we set give these children a sense of responsibility and an appreciation for academics and athletics that will help them develop later in life. PWLS is the only national youth sports organization in America that rewards its members for their outstanding performance in the classroom. The award also factors in volunteerism within the community. Each year, the most academically accomplished Pop Warner kids compete for Academic All-American status, and are rewarded at the league, regional and national levels.

Safety, Safety, Safety! – Kids compete with kids of similar age and size. Pop Warner is the ONLY youth football program (local, regional and national) that sets and enforces a strict age and weight matrix that reduces the risk and reality of injuries. Did you know that Pop Warner Football is safer than soccer? Pop Warner Football has 12 percent fewer injuries per capita among 5 to 14 year olds than organized soccer in the same age group!

We are committed to ensuring that every child with a desire to participate will have the opportunity to play regardless of their economic constraints. In order for MVPW to fully support these youth and their needs, we need your help. Our participants require uniforms, we must pay field use and, referee fees, cover equipment expenses, and provide scholarship funds for those that are in need.

The publicity you receive as a sponsor not only helps create name recognition for your company within our community, but it demonstrates your commitment to being a community partner. Based on your level of sponsorship, you will receive publicity in our printed materials, on our Web site, in our league newsletter that is distributed to more than 1,000 player's families, and your logo will appear on select equipment and jerseys. We encourage you to invest your marketing dollars with us and the youth we serve, while enhancing your company's image of goodwill in the Mid-Willamette Valley.

In the near future a Fundraising Committee member will contact you to discuss your involvement in the 2009 season. Please review the attached information and consider being a sponsor for our 2009 season. If you have any questions, please contact me. If you have no further questions and you are ready to support MVPW, please complete the enclosed Sponsorship Agreement Form and return it by **June 30, 2009**.

Sincerely,

Ronda Marlega, 2009 Fundraising Chair
Ronda.marlega@mvpopwarner.com
(541) 974-7974



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HOW TO BECOME A MIDVALLEY POP WARNER SPONSOR

Becoming a MVPW Sponsor is really quite easy. Simply inform us of your intent to participate at the level you choose by completing the Sponsor Agreement Form. Sponsorship commitments in writing and payments are due by **June 30, 2009**. Meeting this deadline ensures that we can get your company or organization's name on all equipment or materials for which you're level of sponsorship is eligible.

FOOTBALL TEAM SPONSOR - \$495

Benefits include:

- Company logo on player's jerseys
- Company logo on MidValley Pop Warner Web site
- Company name in appreciation ad in the newspaper at the end of the season
- Sponsor appreciation plaque at the end of the season
- Ability to select which team to sponsor on a first come, first served basis

CHEER TEAM SPONSOR - \$295

Benefits include:

- Company logo on cheer participant's warm up jacket
- Company logo on MidValley Pop Warner Web site
- Company name in appreciation ad in the newspaper at the end of the season
- Sponsor appreciation plaque at the end of the season
- Ability to select which team to sponsor on a first come, first served basis

FIELD SPONSOR (Salem only) - \$250

Benefits include:

- Company logo on two banners to be displayed on field on game days
- Company logo on MidValley Pop Warner Web site
- Company name in appreciation ad in the newspaper at the end of the season

PUNT, PASS & KICK SPONSOR - \$500

Benefits include:

- Recognition for sponsorship of event in all print materials
- Company logo on Web site
- Company logo on event signage



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SPONSOR AGREEMENT FORM

YES, I will be a sponsor for MidValley Pop Warner at the level noted below.

- | | |
|----------------------------------|--------------|
| _____ Punt, Pass & Kick Sponsor | \$500 |
| _____ Football Team Sponsor | \$495 |
| _____ Cheer Team Sponsor | \$295 |
| _____ Field Sponsor (Salem only) | \$250 |

Name of Individual or Organization _____
 *Note: List your name as you want it to appear in all ads, on the Web site, and on equipment.

Address _____

Contact Person's Name _____

Telephone _____ E-mail _____

If you would like your sponsorship to benefit a certain team, please note the team below:

Name and division _____

Comments _____

Enclosed, please find check number _____ in the amount of \$ _____

Made payable to: MidValley Pop Warner
 PO Box 1112
 Albany, OR 97321

MVPW is a 501(c)(3) charitable organization. Our Federal Group Exemption number is 9183.

To ensure you receive the benefits for which your level of sponsorship qualifies, please return this form along with your payment by **June 30, 2009**. If you cannot make a full or partial payment now, please call Ronda Marlega, MidValley Pop Warner Fundraising Chair, at (541) 974-7974, to make alternate payment arrangements. Commitments made after this date are appreciated, but we cannot guarantee that you will receive proper ad recognition due to ad deadlines that we must meet.

If you are a new sponsor, please e-mail your press-ready logo to ronda.marlega@mvpopwarner.com



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THANK YOU!

CONTRIBUTIONS

If contributing at a sponsorship level is not for you, please consider one of the donation options below.

_____ YES! I want to help MidValley Pop Warner by donating \$105 for the player scholarship fund

_____ YES! I want to help MidValley Pop Warner by donating \$60 to help sponsor a field for a game

_____ YES! I want to help MidValley Pop Warner by donating \$30 to help cover the costs of a referee for a game

If you are interested in contributing to MidValley Pop Warner Football or Cheer, or if you have questions, please contact Ronda Marlega at (541) 974-7974 or send an e-mail to ronda.marlega@mvpopwarner.com.

MidValley Pop Warner is a 501(c)(3) organization. Our Federal Group number is 9183.

Contributions can be sent to: MidValley Pop Warner
Attn: Sponsorships
PO Box 1112
Albany, OR 97321

Name of Individual or Organization _____

Address _____

City _____ State _____ Zip _____

Contact Person(s) name _____

Telephone _____ E-mail _____

Comments _____

Amount enclosed \$ _____