



1607 Cromwell Bridge Rd. Baltimore, MD 21234 410-665-9328

Dear Manager,

On behalf of **Christian Youth Athletics**, I would like to extend an invitation for your business to reach hundreds of families in the community by becoming a sponsor for our 2022 Basketball Season.

Christian Youth Athletics is a non-profit 501 (c)(3) organization that has provided youth in Baltimore with a chance to play competitive sports in a positive environment for 43 years. Our league's mission is to:

- Instill sportsmanship, discipline, respect, confidence, self-sacrifice, and love of the game;
- Build and strengthen character and relationships amongst members of the community;
- Provide youth with organized athletic competition in an encouraging environment;
- Promote an active, healthy lifestyle to the next generation;
- Provide underprivileged youth with an opportunity to play competitive sports.

Christian Youth Athletics has provided local youth with the opportunity to develop their gifts and talents by providing them with clinics with professional athletes, weekly practices, and competitive games. Many of our athletes have gone on to play professional college ball or have come back to the league to serve as coaches or volunteers. We have also seen many disadvantaged youths thrive as they uncover hidden talent playing an organized sport for the first time.

We are seeking local business sponsors who are willing to invest into the next generation. Your sponsorship will provide your business with an opportunity to advertise to hundreds of local families and assist in covering our major expenses such as field usage, umpires, and equipment.

If you are interested in providing sponsorship for youth in our community, please take some time to review the attached levels of sponsorship. We look forward to building a strong partnership with your company that will enable us to provide local youth with a chance to play competitive sports.

Thank you in advance for your consideration and support of **Christian Youth Athletics**.

Sincerely,

Julie Traut
Director
443-992-1317- Cell
410-665-9328- Office
cyabaltimore@gmail.com
Enclosures

***Christian Youth Athletics is non-profit organization.
Your donation is tax deductible to the furthest extent of the law.***

SPONSORSHIP OPPORTUNITIES

	Gold Team Sponsor	Silver League Sponsor	Bronze Player Sponsor	Season Program Only
Full Page Ad in Season Program	X			\$200
½ Page Ad in Season Program		X		\$100
¼ Page Ad in Season Program			X	\$50
Business Card Ad in Season Program				\$25
Promotional Items	X			
3'x 5' Sponsor Banner	X			
2'x 2' Sponsor Banner		X		
Company Name on Uniforms	X			
CYA Team Hat	X			
Thank-You Plaque	X	X		
Team Picture	X			
Recognition on League Website	X	X	X	
Investment	\$500	\$250	\$75	Varies (See Above)





Sponsorship Opportunities

Team Sponsor

A *Team Sponsor* will be recognized as a partner of the team. Benefits include:

- Full page advertisement in the league season program;
- Opportunity to donate promotional items/coupons;
- Sponsor recognition by having your company's name printed on a sponsorship banner that will appear at all games;
- Your company's name will be printed on a team uniform;
- At the end of the season, you will receive a team thank you letter and a picture of the team you sponsored;
- Recognition on league website.

Investment: \$500

Contract duration: One year

League Sponsor

General League Sponsors offset the cost of team operation expenses such as practice balls, practice equipment, umpires/referees, and transportation to inter-league games. A *General League Sponsor* will be recognized as a contributor to the league. Benefits will include:

- Sponsor recognition by having your company's name printed on a sponsorship banner that will appear at all games;
- Half page advertisement in the league program book;
- Recognition on league website.

Investment: \$250

Contract duration: One year

Helper/Individual Player Sponsors

Helper/Individual Player Sponsors assist with funding players who cannot afford the cost of registration and basic equipment. Benefits will include:

- An advertisement in the league program book.

Investment: Varies

Contract duration: One year

- Full Page: \$200 (4 Players) * Best Value
- Half Page: \$150 (2 Players)
- Quarter Page: \$75 (1 Player)



Sponsorship Agreement Form

Please return your completed form and advertisement materials to **Christian Youth Athletics** by
November 30, 2021

Company Name (as you would like it to appear on advertising)

Point of Contact

Company Mailing Address

Telephone

Email Address

Web Address

Sponsorship Choice:

- Team Sponsor (Circle Team) \$500
 General League Sponsor \$250
 Helper/Individual \$75
 Season Program Only (Circle Ad) \$ _____ Full Page ½ Page ¼ Page Business Card
- Enclosed is our contribution of:** \$ _____
 I have also enclosed the advertisement as I wish for it to appear.

Please make checks or money orders payable to: *Christian Youth Athletics*

Mailing Address: 1607 Cromwell Bridge Road, Baltimore, MD 21234.

* To pay online, please visit www.cyabaltimore.com. Click the donate button. Be sure to enter your contact information and indicate that you would like to be a CYA Business sponsor.