



Sponsorship Proposal

2022-2023 season

PHONE: (317) 366-6581

2625 N. Meridian St. Ste. #523 Indpls, IN 46208

EMAIL: CityColtsfootball@yahoo.com

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THE TEAM

A) MISSION STATEMENT:

To physically, mentally and emotionally mature children and youth through athletic activity to build character, promote winning attitude, teach teamwork, provide mentorship and develop leadership skills.

B) ORGANIZATIONAL HISTORY:

The C.I.T.Y Colts youth program were founded and organized in 2008 by brothers Leroy Owens and Royce Owens for the youth on the near east side of Indianapolis to compete on a national stage. To compete in this level of play, it was necessary to field five complete teams, one for each competitive age level. During the past 10 years, the C.I.T.Y Colts have developed and trained hundreds of young people how to deal with adversity and maintain winning attitudes at the same time. Similarly, the organization has exercised the same methodology when planning for each season. The organization has captured 20 plus championship titles and participated in numerous national tournaments.

While the organization was building the football program, we were also planning for and investing in a cheerleading program. The cheerleading program has become a very valuable component to the C.I.T.Y Colts organization. It has allowed us to reach out and provide athletic activity for more children in surrounding community. Through these two activities we can provide instruction, training and guidance for both boys and girls between the ages of 5-13yr in the fine arts of athletics.

C) PROJECT SUMMARY / REQUEST:

The C.I.T.Y Colts organization is requesting a financial contribution towards our goal to raise \$17,000. The money will be used to travel, purchase necessary tools, equipment and supplies needed to continue to build a strong athletic program for the children we serve. Through the acquisition of these upgraded tools and equipment, we expect to continue building a strong and stable organization that will establish a solid foundation for developing children through athletic competition.

D) ORGANIZATION CONTACT INFO:

Contact Person:
Leroy Owens, President

Address:
2625 N. Meridian St. Ste. #523
Indianapolis, IN 46208

City Colts Football & Cheer Inc.



E) NARRATIVE:

The C.I.T.Y Colts organization prides itself on providing a quality youth mentoring program. The program is designed to teach children how to compete in athletics at a young age on a high level. In the CITY Colts organization, we are not only interested in building athletic skills; but the entire person.

Through practice and game situations, where are trying to, build character, develop leadership and encourage mental toughness. We also like to relate life with the principles of football, such as teamwork and being able to work with others and follow positive leadership among peers. We teach the principle of hard work and dedication. Lastly, we try to promote and teach these children how to have a winning attitude during adversity past and present.

The organization has experience a growth spurt in enrollment over the years. Although this growth has been a pleasant surprise, it has stretched and drained the organization resources. This alone provides for a unique opportunity, but at the same time put the C.I.T.Y Colts organization in a difficult situation.

To accommodate all the families who are interested in having their child be a part of the organization, we need to develop a strategy for reducing the cost of registration, providing basic equipment and adding an increased number of uniforms that will be needed. Therefore, we decided to proceed with the challenge of fund raising to acquire the needed equipment to field a first-class training program that will raise the organization and community to another level of excellence.

The C.I.T.Y Colts organization is interested in outfitting 3 football teams and 2 cheerleading squads for 2019 football season and beyond. We will need to provide uniforms for approximately 150 children. We will need helmets, jersey, pants, shoulder pads, cheerleading uniforms, and pom-poms. In addition, we need blocking sleds, blocking dummies, concessions, insurance, water, and snacks. All these things will contribute to the overall improvement, image, and self-confidence of the organization.



SPONSORSHIP PACKAGES

Bronze \$500.00

- Quarter page advertisement in official game day program
- 2 audio announcements per home game
- Advertising link and business logo in sponsor banner or team social media outlets
- Picture and plaque recognizing your organization as a sponsor
- 5% of sponsorship goes toward end of the year scholastic banquet

Silver \$1000.00

- Half Page advertisement in official game day program
- 4 audio announcements per home game
- Advertising link and business logo in sponsor banner on team social media outlets
- Team picture and plaque recognizing your organization as a sponsor
- Featured on CITY Colts banner at all home games
- 5% of sponsorship goes toward end of year scholastic banquet

Major Sponsor/ Individual Team Sponsor
Please select team level you wish to sponsor: 6u 8u 9u 10u 11u 12u

Gold \$2000.00

- Official uniform sponsor of Individual Team
- Name printed on all Colts apparel
- Full page advertisement in official game day program
- Main sponsor on team social media outlets
- Team picture and plaque recognizing your organization as a sponsor
- Featured sponsor banner at all home games
- Featured sponsor announcements throughout game (timeouts, halftime)
- 5% of sponsorship goes toward end of year scholastic banquet

Platinum \$4000.00

- Official Team Sponsor (Major Sponsor)
- Recognized as “brought to you by” sponsor in all media relations/publication
- Name printed on all Colts apparel
- Front page advertisement in official game day program
- Main sponsor on team social media outlets
- Signed and framed Colts uniform & plaque recognizing your organization as a sponsor
- Featured sponsor banner at all games
- Featured sponsor announcements throughout game (timeouts, halftime)
- 5% of sponsorship goes toward end of year scholastic banquet



City Colts EIN # 81-2058832

501c3 Tax ID # 31-1484747 grp# 5277

DONOR FORM

Sponsorship Package:	Date:
Company Name:	Address:
Phone & Fax:	Email:
Company Representative Printed Name:	Company Representative Signature:
City Colts Representative Printed Name:	City Colts Representative Signature:
Special Instructions:	Specific Wording of Advertisement:

Attach Donation Here



Business Expenses	Operating Cost 2022	Proposed 2023 Operating Cost	Description
Minor (8u)	\$205.00	\$231.67	Insurance \$2 Million Policy
Pee Wee (10u)	\$205.00	\$231.67	Insurance \$2 Million Policy
Pee Wee (11u)	\$235.00	\$285.47	Insurance \$2 Million Policy
Jr. Pee Wee (12u)	\$235.00	\$285.47	Insurance \$2 Million Policy
Varsity (13u)	n/a	\$431.24	Insurance \$2 Million Policy
Total	\$880.00	\$1,465.52	
Lease			
Field Rental	\$2,000.00	\$1,800.00	\$450.00 per day
Referee	\$1,120.00	\$1,200.00	\$35/per game X 2 Referee's
Total	\$3,120.00	\$3,000.00	
Equipment			
Training Equipment - Sleds, Dummies, Footballs	Needed	Needed	Est. Cost \$2,000.00
Equipment Repairs/Maintenance	\$500.00	\$500.00	Cost to fix helmets
Game Jerseys	\$2,400.00	\$5,000.00	\$40 per child X 125 children
Decals for helmet and uniforms	\$200	\$375.00	\$3 per helmet
Coaches Practice/Game Bags -	\$400.00	\$500.00	(2) Footballs, Cones, Clip Board, Whistle
Total	\$3,500.00	\$6,375.00	
Office Expense			
Recruiting Flyers	\$150.00	\$150.00	
Logo and Website	\$175.00	\$175.00	
Total	\$325.00	\$325.00	
Banquet			
Trophies and Awards	\$0.00	\$700.00	
Decorations	\$0	\$200.00	
Food	\$0.00	\$500.00	
Total	\$0.00	\$1,400.00	
Association/League Fee			
League Fees	\$1,600.00	\$2,000.00	\$400.00 per team
USA Football Heads Up Coaches Training	\$450.00	\$450.00	\$25.00 per Coach/Assistant Coach and Team Mom
Trainer - Volunteers background check	\$220.00	\$260.00	\$20 per coach
Total	\$2,270.00	\$2,710.00	
Miscellaneous Expenses			
Addition Footballs	\$200.00	\$200.00	\$30 per football
Identification Cards \$280.00 \$4 per card	\$0.00	\$280.00	\$4.00 per card
Total	\$200.00	\$480.00	
Team picnic (June)			
Food	\$500.00	\$500.00	
Bounce House	\$100.00	\$100.00	
Total	\$600.00	\$600.00	
Total Operating Expenses	\$10,895	\$16,355.50	

