



**Pacific Coast Youth Football**  
**The Mustangs**

## Who We Are

Pacific Coast Youth Football League was established in 2018 as two longtime local youth football chapters merged to serve both San Luis Obispo and Morro Bay families. Both San Luis Obispo and Morro Bay ran independent chapters for decades under the Central Coast Youth Football League organization, but participant numbers declined and both chapters thought it best to merge in order to serve their populations and provide teams.

Currently, we serve children ages 7-14 from San Luis Obispo and Morro Bay/Los Osos. We open up registration to 4 age groups: Bantam (7 and 8 year olds), Juniors (9 and 10 year olds), Intermediates (11 and 12 year olds) and Seniors (13 and 14 year olds). Our cheerleaders are also ages 7-14 years old and divided into age appropriate squads if numbers are sufficient.



Our goal is to provide a foundation for those who are looking to play tackle football. We believe that proper technique is paramount to safer play. We want to foster a love of the game and currently, we are the only youth tackle football league in San Luis Obispo and Morro Bay/Los Osos. Our goal is to provide an equitable opportunity for EVERY young person who wants to play tackle football or cheer. We have never, and we will NEVER turn anyone away because of financial challenges.

## Project Description and Goals

Our approach will be to open registration no later than April 1, 2022. The first week of conditioning is the last week of July. The season goes until right around Thanksgiving with the All-Star game happening early December. This year, San Luis Obispo will be hosting the All-Star game at the brand new SLO High Football Stadium.



The goal this year is to have at least 2-3 teams. We anticipate having a Junior, Intermediate and Senior team. We would have roughly 16-22 football players on each squad. We also anticipate having around 20 cheerleaders. That would be an estimate of 60-80 athletes. Each team will have 3-6 coaches on staff. Cheer will have two coaches. Our board consists of 15 volunteers.

Our immediate goals this year are focused on safety. We would like to outfit our entire chapter with Xenith helmets which are the safest in the business. We will send out all of our helmets for reconditioning to make sure they're in tip top shape. We also need some basic gear for our football team not limited to but including: equipment bags, cheer "bow to toe" uniforms and new hydration stations. We also need to replenish our player scholarship fund so that we can help players with registration fees as well as uniform and personal equipment (cleats, mouthpieces) costs. We will host 4-5 home games this year and all our practices will be held at Laguna Middle School Mon-Thurs from late July through November.

# Itemized Budget for the 2022 Season

<b>Budget Item</b>	<b>Cost Per Item</b>	<b>Quantity</b>	<b>Total Cost</b>	<b>Notes</b>
CCYFL Football Fee	\$65.00	40	\$2,600.00	Cost reflects 2 Teams
CCYFL Cheer Fee	\$60.00	12	\$720.00	Cost reflects 12 cheerleaders
Practice Field Usage Fee	\$4 per hour	118	\$472.00	End of July through end of October
Game Day Usage Fee	\$4 per hour	5 games x 8 hours	\$160.00	SLO High, Morro Bay High, Mission Prep. Cost estimated 8 hours, 5 games
Scholarship Fund	\$200 per athlete	10	\$2,000.00	
Helmet Reconditioning	\$49.00	40	\$1,960.00	Cost reflects 2 Teams
Home Football Jerseys	\$39.00	40	\$1,560.00	Cost reflects 2 Teams
Football Pants	\$24.00	40	\$960.00	Cost reflects 2 Teams
Cheer Uniforms	\$169.99	12	\$2,677.34	Total Cost based off of 2021
Helmets	\$270.00	18	\$4,860.00	Estimated replacement
Helmet Decals	\$5.00	50	\$250.00	Helmet Decals
Marketing Needs	\$200.00		\$200.00	Various needs, replacement banners, flyers
Social Media Ads	\$200.00		\$200.00	FB/IG ads
Go Daddy Website	\$21.17 per month	12	\$254.04	
Practice Jerseys	\$20.00	20	\$400.00	Seniors
Coaches Polo Shirts	\$30.00	12	\$360.00	Cost reflects 2 Teams + Cheer
EMT Bag	\$150.00	1	\$150.00	Home Games and Practices
Shoulder Pads	\$89.95	10	\$1,000.00	Estimated replacement
Football Equipment Bags	\$30.00	50	\$1,500.00	Equipment Duffle Bags
Away Football Jerseys	\$39.00	40	\$1,560.00	Cost reflects 2 Teams
Practice Pants/Extra Game Pants	\$24.00	40	\$960.00	Cost reflects 2 Teams
Mouthpieces	\$20.99	25	\$41.98	Cost reflects 2 Teams
Cleats	\$50.00	10	\$500.00	Scholarship Players
Football Game Socks	\$12.00	40	\$480.00	Custom Mustang Knee High Socks for 2 Teams
Christmas Parade	\$100.00		\$100.00	Entry and promotional items and seasonal decor
Hudl Account	\$600.00	2	\$1,200.00	Cost reflects 2 Teams
Live Streaming	\$150.00	24	\$3,600.00	Cost reflects 2 Teams
<b>Total:</b>			<b>\$30,725.36</b>	





## **Sponsorship Levels**

**White Sponsorship (\$100-\$249):** Sponsor will be posted on our social media pages.

**Green Sponsorship (\$250-\$499):** Sponsor will be posted on our social media pages and will also be recognized by our home game announcer.

**Gold Sponsorship (\$500 +):** Sponsor will be posted on our social media pages, will be recognized by our home game announcer, and the sponsor's name will be printed on a banner that will be displayed at our home games.

Please make checks payable to: **PCYFL**

Payments can be sent to:  
**PO BOX 1894**  
**San Luis Obispo, CA**  
**93406**

Thank you for your generous gift to Pacific Coast Youth Football League. We are thrilled to have your support. You truly make a difference for us, and we are extremely grateful!