



## AYSO Region 168 Sponsorship Form

The American Youth Soccer Organization (AYSO) Region 168 of El Cajon/Rancho San Diego – is proud to be offering their sports programs for over 35 years, to our areas young athletes. We are a substantial region, with over 1,000 players strong and our success is acknowledged by being awarded The Platinum Region honor from our national organization, 3 years in a row.

El Cajon AYSO core tenets are as follows:

- that everyone plays in at least 3 of every games 4 quarters
- all participants must be positive and encouraging
- we accept ALL players regardless of skill or any other factor
- teams are balanced
- good sportsmanship is always required

The success of our region is something that all players, coaches, parents and volunteers are equally responsible for in addition to the many sponsors who have supported our region throughout the years.

With this in mind, we would once again like to ask for your ongoing support in our sponsorships for our 2013 fall season. And if you are new to our program – Welcome and thank you for supporting our young athletes!

*To begin the process simply review our levels, make your selection , provide the information required, attach your check made out to AYSO Region 168 and mail to the address listed at the end of this form. You will be contacted when it is processed and directed as to any additional information, company logos, etc. that may be required from you, to complete the process.*

*(PLEASE NOTE: ANY company that sponsors players in our region is eligible to receive an employee discount of \$10 off the applicable registration fee for the 2014 AYSO season. This discount is open to all current employees of an establishment, which has completed the sponsorship process and only applies to registration in Region 168.*

*This offer is only redeemable in person at the actual time of registration and is non-transferable.)*

**Team Sponsorship Levels** (ALL levels of Team Sponsorship will receive the following: Team Appreciation Plaque, company name and logo on our Regions Sponsorship page @ [www.elcajonayso.com](http://www.elcajonayso.com) and also the option of appearing on the team's game banner, if applicable. As Sponsorship levels increase, beginning with Team level, the opportunities for your company's exposure increase as well.)

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|---------------------|---|
| 1. \$50 Novice      | as stated above   |
| 2. \$200 Team       | as stated for Novice level and in addition they will be recognized in our AYSO Newsletter   |
| 3. \$500 Silver     | as stated for Team level and in addition an invitation to represent your business at our Soccerfest annual event in August, via a booth, handing out flyers or providing a banner to display on site – to be decided by Board of Directors to best accommodate region and sponsor |
| 4. \$750 Gold       | as stated for Silver and in addition AYSO will also provide practice t-shirts w/your company logo for each teams Gold sponsorship   |
| 5. \$1,000 Platinum | as stated for Gold and in addition AYSO will also provide the teams choice of practice t-shirts <u>or</u> hoodie sweatshirts w/your company logo for each teams Platinum sponsorship AND custom Trophies for each player, displaying your company logo                            |

**(Any subsequent Gold or Platinum level sponsorship will allow teams a choice of additional AYSO provided practice shirts w/ sponsoring company logo OR a year-end Pizza Party sponsored by that company.)**

If you do not see a level that accommodates your needs please contact the Sponsorship Director – Sandi Jardine at [s.jardine@att.net](mailto:s.jardine@att.net) to establish a more personalized level of sponsorship that will benefit both your business and our players, to the best of our ability.

**Corporate Level Sponsorship:** *(ALL levels of Corporate Sponsorship will receive the following:* Your company will be recognized on our Region’s sponsorship page @ [www.elcajonayso.com](http://www.elcajonayso.com) and in the AYSO Newsletter. In addition, a banner with your company logo can be displayed at our Soccerfest annual event in August, acknowledging your sponsorship and support and you will receive a Region Appreciation Plaque.

1. \$1,000 Primary Sponsor – *Cash Donation*

This sponsorship level is for monetary donations up to \$1,000 and is the equivalent to the Platinum sponsorship; however the donation is applied to the entire region, versus one specific team.

2. \$1,000 Primary Sponsor – *Product Donation*

This sponsorship level is for product donations up to \$1,000 and is the equivalent to the Platinum team sponsorship, however the donation is applied to the entire region, versus one specific team. For example, soccer balls, cones, whistles, pumps, coach’s bags, clipboards, etc. Services can also be an option, i.e: printing/copying services, catering, items or services necessary for the festivities at Soccerfest or other tournaments, etc.

3. \$2,500 League Sponsor –

This sponsorship level is for monetary and/or product donations starting at \$2,500 and is the equivalent to the Premiere League sponsorship, minus the logo on the jerseys.

4. \$5,000 Premiere League Sponsor –

This sponsorship level is for monetary or ‘monetary and product’ donations starting at \$5,000. This can only be a combination of cash and product, with the minimal cash portion at \$1,500. This cost directly offsets the cost of your company logo on the jersey sleeves of all players uniforms, within our region.

*Any of the above levels of Corporate Sponsorship can be customized for **Field Sponsorship**, should that be to the best interest of your business. Field flags, corner markers and additional banners are available, depending on the level you have chosen – for more information regarding this option, please contact our Sponsorship Director.*

*(Please complete all information accurately so we can properly credit your generous donation)*

**Sponsor/Company Name:** \_\_\_\_\_ **Level Selected** \_\_\_\_\_

**Complete Mailing Address:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_ **Phone:** \_\_\_\_\_ ( Is this a cell phone # and is text messaging an option?) \_\_\_\_\_ **Email:** \_\_\_\_\_

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**Team Contact (if applicable):** \_\_\_\_\_ **Position:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ ( Is this a cell phone # and is text messaging an option?) \_\_\_\_\_

**Name of Player:** \_\_\_\_\_ **Age/Division and Team Name:** \_\_\_\_\_

**Additional Information/Comments:** \_\_\_\_\_

Mail this form and your check (**please do not send cash**) made out to **AYSO Region 168** to:  
**Sandi Jardine, Sponsorship Director – AYSO Region 168 – P.O. Box 190, El Cajon, CA 92022**  
Please email all company logos as vector or jpeg files to: [s.jardine@att.net](mailto:s.jardine@att.net) and this will assist in speeding up the process.  
If you have any questions about completing this form or our sponsorship program please see our web site ([www.elcajonayso.com](http://www.elcajonayso.com)) or contact our Sponsorship Director at the information listed above. AYSO is a non-profit, tax-exempt corporation registered with the U.S. Internal Revenue Service, the Franchise Tax Board and the State Registry of Charitable Trusts.  
Your contribution is tax deductible and our non-profit Fed Tax ID number is available upon request.  
**Please accept our sincerest thank you for your time and support – on behalf of our volunteers, players and families.**