



## **Covington Youth Soccer Association**

74020 Penn Mill Road

Covington, LA 70433

## **Sponsor Request Letter**

---

Dear **CYSA** Parents:

Let me take this opportunity to thank you for your continued support of the **Covington Youth Soccer Association (CYSA)**. **CYSA** was established in 1982, the Club has a proud tradition of developing boys' and girls' soccer skills, as well as a long history of fielding competitive teams that enjoy success locally and regionally. Even more importantly, the Club has had a positive impact on the lives of Covington area youth, their families, and the community.

**This year, we are developing a sponsorship program that will allow CYSA to extend its strong traditions for years to come.** Your contributions will be targeted exclusively to lower the growing costs of the Club's 300+ players, enabling them to fully participate in Club training programs, Soccer League games, and local and regional tournaments.

**CYSA** is guided by a volunteer board of directors and dedicated parent volunteers that have helped grow this club into what it is today. However, we are different from some other soccer clubs in that we are a small nonprofit club that does not receive any governmental or grant assistance. Our primary revenue source is registration fees paid by families, proceeds from our annual **Ozone Tournament**, and donations received from generous individuals and businesses.

In order to continue to make this rewarding experience a reality for our youth, we are reaching out directly to area businesses, families, and friends, and offering the opportunity to help by becoming a team or club sponsor! Please take a moment to review and select the sponsorship package that best fits your business and budget, sponsorship packages can be found at [\(insert link\)](#).

Respectfully yours,

Stephen M. Carty II

For tax-reporting purposes, all checks must be made payable to the **Covington Youth Soccer Association** or **CYSA**. All sponsors will receive an advertising/sponsorship invoice for tax-reporting and deduction purposes based on the sponsorship level selected.

**Covington Youth Soccer Association** is a non-profit corporation

## **2009-10 CYSA SPONSORSHIP PACKAGES**

Anyone interested in supporting the **Covington Youth Soccer Association** should contact Stephen Carty, **CYSA** Marketing Director, or download a sponsorship application from the Club website: **[www.covingtonsoccer.com](http://www.covingtonsoccer.com)**

### **• CLUB UNIFORM SPONSOR (\$5,000):**

The Club Uniform Sponsors are businesses, organizations, or individuals that donate a minimum sponsorship contribution of \$5,000 or more.

In return for their support, Sponsors will receive the following:

- Your business LOGO will be shown on over 600+ uniforms that are worn by club players.
- We will also create a prominent, full-color display banner on the Club website.
- A 3' x 6' vinyl banner with business name/logo displayed at the CYSA fields
- Advertising on the Club website with a link to your website

All professional design and production fees are included. Only one Uniform Sponsorship is available and is issued for a one year term

### **• CLUB PRACTICE SHIRTS (\$3,000):**

The Club Practice Shirt Sponsors are businesses, organizations, or individuals that donate a minimum sponsorship contribution of \$3,000 or more. Shared sponsorship of practice shirts is available upon request.

In return for their support, Sponsors will receive the following:

- Your business logo will be displayed on over 300+ practice shirts that are worn by all club players as well as players' families
- A 3' x 6' vinyl banner with business name/logo displayed at the **CYSA** fields
- Advertising on the Club website with a link to your website.

All professional design and production fees are included. Practice Shirt Sponsorship is issued for a one year term.

### **• \$750 LARGE FIELD SPONSOR (4 Available):**

- One-year advertising on a "CYSA Field Banner"
- Advertising on the Club website with a link to your website

- **\$500 SMALL FIELD SPONSOR (6 Available):**

- One-year advertising on a “CYSA Field Banner”
- Advertising on the Club website with a link to your website

### **Equipment Sponsorships**

The CYSA Equipment Sponsors are businesses, organizations, or individuals that select a \$50 or more sponsor package. Our goal is to raise \$5,000 to purchase the following equipment:

1. 300+ Soccer Balls
2. Practice Bibs
3. Training Equipment
4. Corner Flags

In return for their support, Booster Club Sponsors will receive the following:

- **EQUIPMENT SPONSORSHIP:**

- Advertising on the Club website with a link to your website

- **CLUB / TEAM DONATION:**

- Any Individual or Business may make a Team/Club Donation directly to a specific team for the purpose of assisting the team with expenses.
- Donations DO NOT provide for sponsorship or recognition as part of the club sponsor program for that individual or business.
- All Donation amounts are made available to the team for use as detailed within this program without “cost of sponsorship” being deducted.

\* The **CYSA** Club Banner is a 3’ x 6’ vinyl banner sign displayed on the fence surrounding our Fields. Soccer families (300+ players) and coaches from the surrounding area see your business name and logo on a regular basis as they attend games, tournaments, training sessions, camps, and practices at either location.

Our Marketing Director will be in contact with sponsors to coordinate logo, business name and graphic requirements for the website and advertising banners.

Thank you for your Support!

**Covington Youth Soccer Association**

**Covington Youth Soccer Association** is a non-profit corporation

## **Policy for Team Sponsorships**

The Club has adopted the following policy regarding sponsorships designated for a specific team.

1. Any team can freely solicit sponsorships from any person, business, or organization.
2. All team sponsorship money must be used for the equipment, uniforms, tournaments, player registrations, clinics, camps, team practice fees, or travel expenses for tournaments.
  1. Sponsorship money may not be used to hire professional trainers for the team.
  2. In order to receive tax benefits from the sponsorship, the sponsorship must be made to the **CYSA** and identified as a team sponsorship. A percentage (cost of sponsorship) of all team sponsorship will be retained at the club level as stated in the **CYSA** Marketing Sponsor Guidelines.
3. The Club will send a thank you letter to the sponsor, including the Club's Tax Identification Number and invoice for the advertising level your business has selected.
4. Prior to receiving a check from the Club, the sponsored team must provide a written and signed statement listing the intended expenditures for the money.
5. Once the written statement is received, the Club Treasurer will write a check to the designated team representative or vendor described in the receipt of goods.
6. In the event that all the money is not used for the listed approved expenses, the remaining money is to be redirected back to the Club to be used for cost reduction for club players, player scholarship expenses or future registration fees.
7. Please visit the **Covington Youth Soccer Association** website for more info. [www.covingtonsoccer.com](http://www.covingtonsoccer.com)

Please contact Stephen Carty, the **CYSA** Marketing Director, at 985-966-5904 or [smcartyii@gmail.com](mailto:smcartyii@gmail.com) for any questions, conflicts, or additional information regarding the **CYSA** Marketing/Sponsorships Program.

**Covington Youth Soccer Association** is a non-profit corporation

**Team Sponsorships Selection Form**

The sponsorship year runs from August 1 to June 31.

Please consider making your selection below and returning it with your sponsorship payment today.

Please check off the Sponsorship Program you are interested in.

\_\_\_\_\_ **CLUB UNIFORM SPONSOR (\$5,000)**-Enter Amount: \_\_\_\_\_  
(Minimum \$5,000)

\_\_\_\_\_ **CLUB PRACTICE SHIRTS (\$3,000)**

\_\_\_\_\_ **\$750 LARGE FIELD SPONSOR (4 Available)**

\_\_\_\_\_ **\$500 SMALL FIELD SPONSOR (6 Available)**

\_\_\_\_\_ **\$50 EQUIPMENT SPONSOR**

**CLUB / TEAM DONATION**

\$\_\_\_\_\_ Enter amount of your Club donation.

\_\_\_\_\_ Team Name: Which team are you sponsoring?

\_\_\_\_\_ Team Coach

Assign Me! Let the Marketing Committee assign you to a team.

This method is beneficial to support teams that have not been able to get adequate team sponsorship on their own. Please choose your sponsorship level above and mail your completed form with your check made payable to the "**Covington Youth Soccer Association** or **CYSA**" at the address below.

Sponsor contact: \_\_\_\_\_

Business name: \_\_\_\_\_

Street address: \_\_\_\_\_

City/State/ZipCode: \_\_\_\_\_

Phone: \_\_\_\_\_

Email address: \_\_\_\_\_

Attention: **CYSA** Marketing Director - P.O. Box 1983 Covington, LA 70434

**Covington Youth Soccer Association** is a non-profit corporation