

# Alliance Youth Sports Marketing Proposal



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# ALLIANCE YOUTH SPORTS ASSOCIATION

## MARKETING PROPOSAL

### ALLIANCE YOUTH SPORTS MISSION

- √ The mission of Alliance Youth Sports Association is to promote and develop young athletes in our communities.

### ALLIANCE YOUTH SPORTS FOCUS

- √ It is also our focus to ensure that our athletes compete at the highest level, obtain leadership and character development, strive to be lifetime pupils in the classroom and on the field, and ultimately become outstanding individuals within our association and the community. The Alliance Youth Sports Association was founded with the belief that Arizona citizens and their children deserve more opportunities to enjoy youth sports and the high quality family entertainment that it provides. Our most important focus is to supply youth sports and family entertainment with an emphasis on education, fun, safety, and participation because everything we do at Alliance Youth Sports Association is for the betterment of all of our participants and volunteers.

### ALLIANCE YOUTH SPORTS SYNOPSIS AND TRAFFIC

- √ 501 C-3 Non-Profit organization that offers youth sports to the state of Arizona.
- √ Three office locations that serve the Phoenix Metropolitan Area, Anthem, Sedona, Prescott, Prescott Valley, Chino Valley, and Flagstaff.
- √ 3500+ youth athletes.
- √ 750+ Coaches.
- √ Partners/Sponsors of the organization include: Dick's Sporting Goods, Riddell, Under Armour, USA Football, Nike, Funktional Fitness, National Football League, Sweet Daddy Cupcakes, Walmart, Sam's Club, Renaissance Hotel, and many more.
- √ 40,000 monthly website hits.
- √ 1000+ Likes on Facebook.
- √ 2000 newsletters and program brochures sent out twice a year.
- √ Annual Jamboree attracted 5000 athletes and families.



- √ Cheer Competition and All Star Weekend attracted 500 athletes and families.
- √ Media tracking services discovered 50,000 blog mentions.
- √ AYSA You Tube highlight videos attracted 5,000 views.

## **ALLIANCE YOUTH SPORTS SPONSORSHIP OBJECTIVES**

- √ At Alliance Youth Sports Association, we are determined to make a difference in the lives of Arizona youth through sports. Therefore, we are requesting that you become a Sponsor for our association. Your Sponsorship will provide an opportunity for your company and the community to assist in our following objectives for the Arizona community:
  - Football, Cheer, and Track Seasonal Scholarships
  - Football Rental Equipment Scholarships
  - Educational Assistance (tutoring)
  - Health and Wellness Initiative to fight obesity and diabetes and to supply concussion education and diagnosis.

## **ALLIANCE YOUTH SPORTS MEASUREMENTS OF SUCCESS:**

- √ Attendance –we will tabulate attendance at all of our games and Special Events such as our Health and Wellness Jamboree.
- √ Health Surveys- we will complete monthly health surveys during each season specifically those with obesity, diabetes, and/or concussion issues.
- √ Parent Surveys-we will complete a 10 minute written survey at the end of each season to garner their thoughts on our programs, sponsorships, success, etc.
- √ Player Follow Ups-we will conduct player follow ups a month after the end of each season to inquire about their wellbeing and progress in their daily lives, school, and sports.

## **VALUE TO YOUR COMPANY**

The value that your company will derive from the successful completion of our efforts on the projects listed above will include but not be limited to:

- √ Positively impacting and equipping the lives of young athletes in Arizona.
- √ Increasing your brand awareness in Arizona.



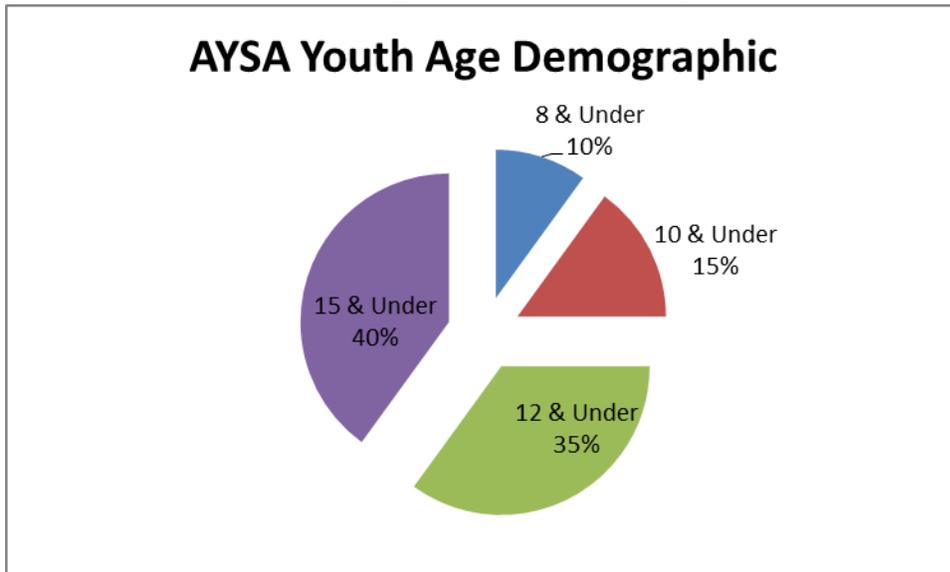
- √ Partnering to offer educational assistance so that young athletes can improve in the classroom as well as on the field.
- √ Directly reaching your targeted customers as well as those unfamiliar with your company/services.
- √ Investing in the fight against obesity which affects 1 in 3 children in the United States and 25% of the youth in Arizona.
- √ Customized, beneficial advertising.
- √ Supplying education on diabetes which affects 215,000 + youth in the United States.
- √ Informing the community of concussions symptoms and diagnosis.
- √ Providing scholarships for football, track, cheer, and rental equipment.

## TIMING

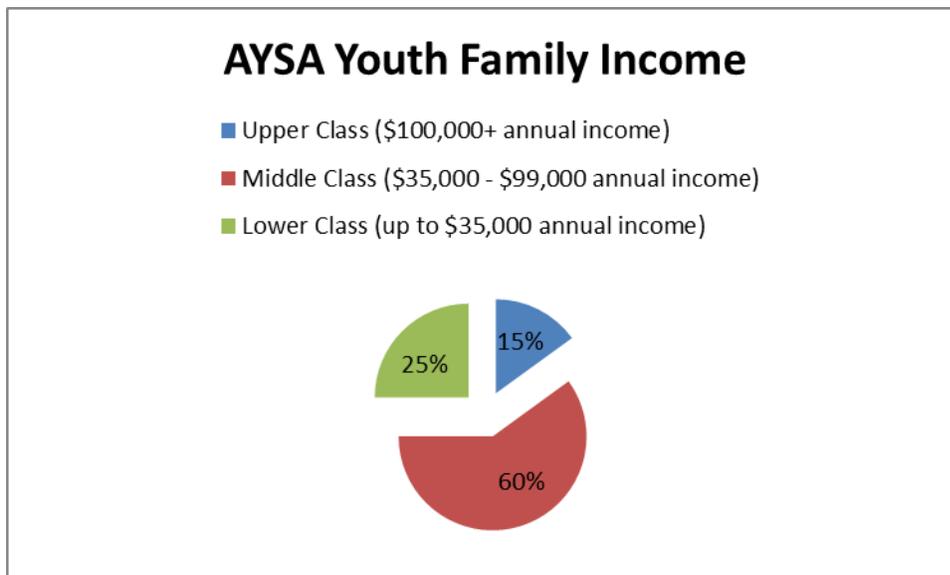
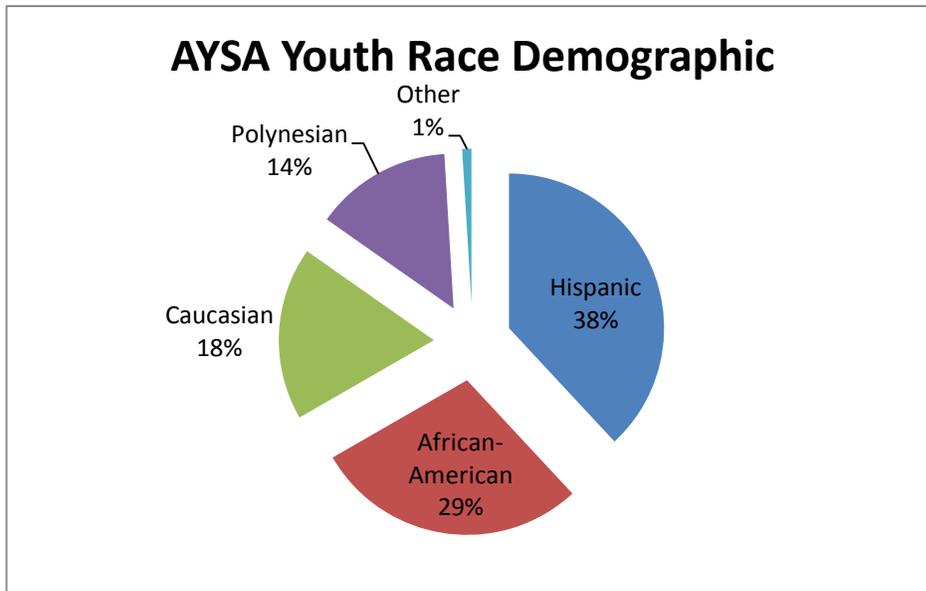
We are estimating a one-year commitment to the development, launch and ongoing marketing of this new initiative. We are able to begin within **10 days** of your approval, provided that it is forthcoming by one month before each season (Fall or Spring).

## TARGET MARKET

AYSA boasts over 2500+ 1<sup>st</sup>-8<sup>th</sup> grade male and female youth athletes in the state of Arizona.

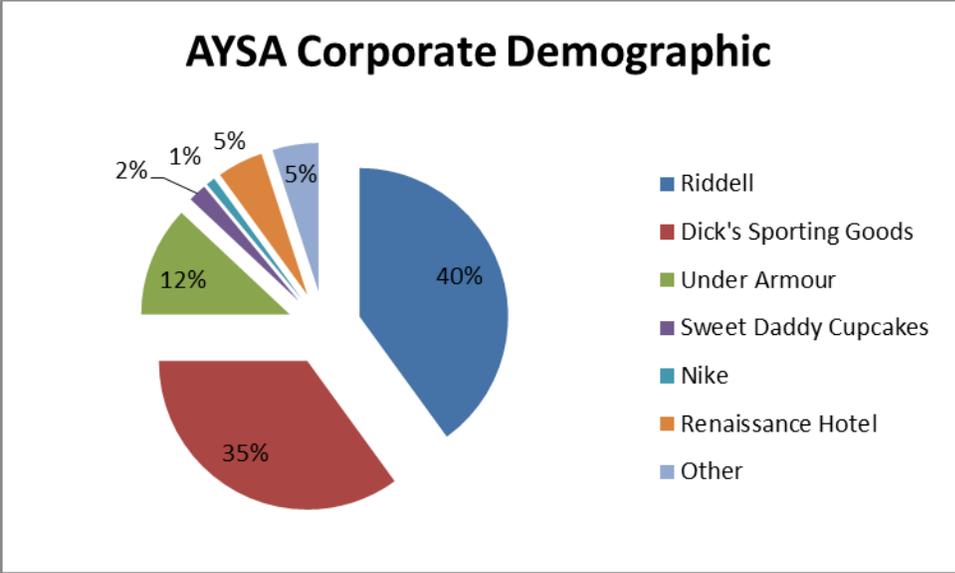


Our athletes and their families comprise of numerous cultural and socio-economic demographics. However, they all have a common goal of locating safe, fun, and affordable activities.



In addition, AYSA includes local, national, and global corporate sponsors, marketing partners, Board Members, Coaches, etc. such as Riddell, Dick's Sporting Goods, USA Football, National Football League, Under Armour, Sweet Daddy Cupcakes, Oreganos, and many more.





Note that all options include unlimited access to our time and help within the parameters described.

**MARKETING SPONSORSHIP OPPORTUNITIES:**

**TITLE SPONSOR-\$15,000**

- Introduction/Website - Your company logo and a live link to Your company website or Facebook page will be placed on the front page of the Alliance Youth Sports Association website. Also, we will post an article about Your company sponsorship in the Recent News section of our website. Currently, our monthly web hits are 40,000 and will continue to increase tremendously with our growth.
- Main Banner Placement - Your company will have a prime banner location at ALL main events and league fields. Your company will be heard along with a mention of a promotion or product at league fields and main events with an announcer.
- Main Booth Placement - A booth at the entrance of all main events for Alliance will be reserved for Your company. The booth can be utilized for product advertisement, giveaways, etc.
- Main Newsletter/Program Advertising - A full page color ad will be featured in our quarterly newsletter to all athletes, parents, and coaches. In addition, a full page color ad will be promoted in our Cheer Competition and All Star Game programs.
- Distribution Advertising - Your company coupon discount package will be given to every participant of Alliance Youth Sports prior to the beginning of the season.
- Certification Weekend Advertising - Our Certification Weekend is held before the start of each season. Every player and guardian must attend our Certification Weekend to verify birth certificates, report cards, and medical physicals. At least 2200 players and cheerleaders are expected to attend our



Certification Weekend. Every player that is completely certified will receive a promotion or coupon from Your company.

- Coaches Clinic Advertising - Your company will receive a 30 minute opportunity to market to the coaches and business managers regarding any new products, promotions, or individual team fundraising opportunities.

#### **PLATINUM SPONSOR-\$10,000**

- Introduction/Website - Your company logo will be placed on the front page of the Alliance Youth Sports Association website. Also, we will post an article about Your company sponsorship in the Recent News section of our website. Currently, our monthly web hits are 40,000 and will continue to increase tremendously with our growth.
- Main Banner Placement - Your company will have a prime banner location at ALL league fields. Your company will be heard along with a mention of a promotion or product at league fields and main events with an announcer.
- Main Newsletter/Program Advertising - A 1/2 page color ad will be featured in our quarterly newsletter to all athletes, parents, and coaches. In addition, a 1/2 page color ad will be promoted in our Cheer Competition and All Star Game programs.
- Distribution Advertising - Your company coupon discount package will be given to every participant of Alliance Youth Sports prior to the beginning of the season. Every player that is completely certified will receive a promotion or coupon from Your company.
- Coaches Clinic Advertising - Your company will receive a 15 minute opportunity to market to the coaches and business managers regarding any new products, promotions, or individual team fundraising opportunities.

#### **GOLD SPONSOR-\$5,000**

- Introduction/Website - We will introduce Your company by posting an article about Your company sponsorship in the Recent News section of our website. Currently, our monthly web hits are 40,000 and will continue to increase tremendously with our growth.
- Main Banner Placement - Your company will have a prime banner location at ALL league fields. Your company will be heard along with a mention of a promotion or product at league fields and main events with an announcer.
- Main Newsletter/Program Advertising - A 1/4 page color ad will be featured in our quarterly newsletter to all athletes, parents, and coaches. In addition, a 1/4 page color ad will be promoted in our Cheer Competition and All Star Game programs.



- Distribution Advertising - Your company coupon discount package will be given to every participant of Alliance Youth Sports prior to the beginning of the season.
- Certification Weekend Advertising - Our Certification Weekend is held before the start of each season. Every player and guardian must attend our Certification Weekend to verify birth certificates, report cards, and medical physicals. At least 2200 players and cheerleaders are expected to attend our Certification Weekend. Every player that is completely certified will receive a promotion or coupon from Your company.

### **SILVER SPONSOR-\$1,000**

- Main Banner Placement - Alliance will supply a 3x6 banner with a design of your choosing. Your banner will have a prime banner location at ALL league fields. Your company will be heard along with a mention of a promotion or product at league fields and main events with an announcer.
- Distribution Advertising - Your company coupon discount package will be given to every participant of Alliance Youth Sports prior to the beginning of the season.
- Certification Weekend Advertising - Our Certification Weekend is held before the start of each season. Every player and guardian must attend our Certification Weekend to verify birth certificates, report cards, and medical physicals. At least 2200 players and cheerleaders are expected to attend our Certification Weekend. Every player that is completely certified will receive a promotion or coupon from Your company.

### **JAMBOREE SPONSOR-\$750**

Our Jamboree/Opening Ceremonies is held during each August at a centrally located venue. All football players and cheerleaders will be in attendance.

- Main Banner Placement - Alliance will supply a 3x6 banner with a design of your choosing. Your banner will have prime location at our Annual Jamboree/Opening Ceremony. Your company will be heard along with a mention of a promotion or product during the Jamboree with an announcer.
- Distribution Advertising - Your company coupon discount package will be given to every participant of Alliance Youth Sports at the Jamboree.
- Booth Advertising - A 12x12 prime section will be available for booth placement at the Jamboree. Giveaways, product displays, coupons, drawings, etc. are allowed at each booth. However, the sale of any food related items are not allowed.

### **BRONZE SPONSOR-\$500**



- Main Banner Placement - Alliance will supply a 3x6 banner with a design of your choosing. Your banner will have a prime banner location at ALL league fields. Your company will be heard along with a mention of a promotion or product at league fields and main events with an announcer.
- Distribution Advertising - Your company coupon discount package will be given to every participant of Alliance Youth Sports prior to the beginning of the season.

### **CHEER COMPETITION SPONSOR-\$500**

Our Cheer Competition is held each fall at a centrally located venue. All football players and cheerleaders will be in attendance.

- Introduction/Website - Your company logo and a live link to Your company website or Facebook page will be placed on the front page of the Alliance Youth Sports Association Cheer website. Also, we will post an article about Your company sponsorship in the Recent News section of our website. Currently, our monthly web hits are 40,000 and will continue to increase tremendously with our growth.
- Distribution Advertising - Your company coupon discount package will be given to every participant of Alliance Youth Sports at the Cheer Competition.
- Booth Advertising - A booth will be available at the Cheer Competition inside of the stadium. Giveaways, product displays, coupons, drawings, etc. are allowed at each booth. However, the sale of any food related items are not allowed.

### **PRE-GAME MEAL SPONSOR**

Alliance has joined with Ground Transportation, Inc. to celebrate our 7th and 8th grade athletes with one pre game meal per team during the Fall season. Ground Transportation, Inc. supplies a bus ride from the restaurant to the game for each 7th and 8th grade team. The Pre-Game Meal Sponsor offers 30 pre-game meals to our 7th and 8th grade teams between 10-12pm on Saturdays. The meals, specific Saturday dates, and locations are determined by the Pre-Game Meal Sponsor. Currently, Alliance has (17) 7th and 8th grade teams with 30 players per team. In return, Alliance will offer the Pre-Game Meal Sponsor the following:

- Introduction/Website - Your company logo and a live link to Your company website or Facebook page will be placed on the front page of the Alliance Youth Sports Association website. Also, we will post an article about Your company sponsorship in the Recent News section of our website. Currently, our monthly web hits are 40,000 and will continue to increase tremendously with our growth.
- Main Banner Placement - Alliance will supply a 3x6 banner with a design of your choosing. Your banner will have a prime banner location at ALL league fields. Your company will be heard along with a mention of a promotion or product at league fields and main events with an announcer.



- Distribution Advertising - Your company coupon discount package will be given to every participant of Alliance Youth Sports prior to the beginning of the season.
- Certification Weekend Advertising - Our Certification Weekend is held before the start of each season. Every player and guardian must attend our Certification Weekend to verify birth certificates, report cards, and medical physicals. At least 2200 players and cheerleaders are expected to attend our Certification Weekend. Every player that is completely certified will receive a promotion or coupon from Your company

### **AYSA COACH/STAFF CLINIC SPONSOR**

Alliance hosts an annual clinic for our Coaches and Staff. Our clinic is held in the summer of each year. We range 650+ coach/staff members to participate in learning about heat exhaustion, proper hydration methods, injury prevention, health and wellness lessons and exercises as well as the social responsibility of dealing with youth athletes. The AYSA Coach/Staff Clinic Sponsor will support the Clinic by supplying a donation for and/or offering lunch for each clinic member. . In return, Alliance will offer the AYSA Coach/Staff Clinic Sponsor the following:

- Introduction/Website - Your company logo and a live link to Your company website or Facebook page will be placed on the front page of the Alliance Youth Sports Association website. Also, we will post an article about Your company sponsorship in the Recent News section of our website. Currently, our monthly web hits are 40,000 and will continue to increase tremendously with our growth.
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