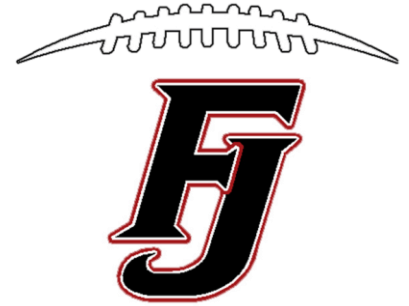


FONDY JUNIOR FOOTBALL



Hello Neighbor,

On behalf of the Fondy Junior Football League, we would like to extend an invitation to you and your company to become a sponsor of our youth football program. We are a community non-profit, all volunteer organization whose mission is to provide quality recreation and skill development in the game of football for all youth, grades 5 - 8, in Fond du Lac and the surrounding area. Our mission also includes:

- Bringing our youth closer together through a common interest in sportsmanship and competition.
- Instill the values of education and the importance of behaving at school and home.
- Acquaint the players with the fundamentals of the game; rules, running, blocking, tackling and kicking.
- Teach sportsmanship, teamwork and accountability; build character and discipline and love of the game.
- Encourage the players to maintain satisfactory grades in school and to emphasize the importance of keeping a proper relationship and balance between scholastic and athletic endeavors.
- Keep our community youth busy and away from situations that lead to bad behavior.

The most important steps in the planning process for a successful year is obtaining local and corporate sponsorships from businesses and organizations, to help offset some of the cost associated with the events. We are looking for sponsors who are willing to donate and assist in covering our costs such as field maintenance, additional lighting, officials, trainers, equipment, uniforms, insurance and our scholarship program.

Sponsorship with the FJFL is a unique partnering opportunity for businesses and corporations. When sponsoring with us, we will do everything in our power to maximize your business exposure, and match your company with a diverse family target audience. If providing sponsorship for the FJFL is an option for you and your company, please take some time to review the sponsorship information I have included with this letter. I am confident you will find a level of sponsorship that will be comfortable for your company as well as beneficial to our organization and our community youth participants.




















Sincerely,

A handwritten signature in black ink that reads "Kurt J McArthur". The signature is fluid and cursive.

Kurt J McArthur

Fondy Junior Football League President/Sponsorship/Fundraising Director

Fondy Junior Football Sponsorship Levels

	GAME DAY RADIO ADS! 8 SATURDAY HOME GAMES INLUDED	4' x 4' VINYL BANNER DISPLAY AT ALL HOME GAMES!	4' x 4' VINYL BANNER DISPLAY AT OUR PRACTICE COMPLEX THROUGHOUT THE FOOTBALL SEASON!	BANNER AD ON FJFL WEBSITE HOME PAGE!	GAME DAY ROSTER AD SPACE!	YOUR LOGO & NAME ON FJFL WEBSITE WITH LINK TO YOUR SITE AND SPONSORSHIP PLAQUE (IF REQUESTED)
DIAMOND \$1000 						
PLATINUM \$500 						
GOLD \$250 						
SILVER \$100 						

Some important things to know about advertising with the Fondy Junior Football:

- Over 7,000 people will see your banner at all home games.
- Over 10,000 people will see your banner located at the practice facility from August through October.
- Our website received over 400,000 hits in 2016.
- Over 43,000 visits were received and the majority during the months of July through November. (We leave your logo on our website until the next season so you continue to get visibility even after our season has ended.)
- Over 300 boys and girls participated in our league last year along with 58 volunteer coaches.
- Diamond Sponsors will be added in our fall tournament flyer.

Fondy Junior Football Sponsorship Agreement

Please return your completed form to the Fondy Junior Football League,
P.O. Box 1136, Fond du Lac, WI 54936, by Friday, August 11th or
as soon as possible.

Company Name (as you would like it to appear in advertising and web site)

Point of Contact (Printed Name)

Company Mailing Address

Telephone

Email Address

Web Address

Sponsorship Amount Selection:

Silver (\$100) Gold (\$250)

Platinum (\$500) Diamond (\$1,000)

Please check here if you want to receive sponsorship plaque

Signature: _____

Make your checks payable to:

Fondy Junior Football League

P.O. Box 1136

Fond du Lac, WI 54936

www.fondyjuniorfootball.com

For questions regarding sponsorship, web or email advertising, please contact Kurt
McArthur @ (920) 251-6233 or by email at Fondyjfl.2g@gmail.com.
Logo and/or banner artwork should be emailed to Fondyjfl.2g@gmail.com