



Southeast Texas Junior Football League & Cheerleading 2012 Sponsorship Package

MISSION STATEMENT It is the mission of the STJFL to implant the importance of academics, good sportsmanship, honesty, loyalty, integrity, and courage of the children, parents, coaches and volunteers for the betterment of all involved in the STJFL now and for years to follow.

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 STJFL was founded with the belief that Southeast Texas 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 is for the betterment of all of our participants and volunteers.

MARKETING SPONSORSHIP OPPORTUNITIES

The STJFL is a 501-C-3 non-profit organization. It was founded with the belief that our participants deserve more opportunities to enjoy youth sports and the high quality family entertainment that it provides. The STJFL possesses the most well grounded and talented young male and female athletes in our area. Our athletes are from all regions of the Southeast Texas area and range from kindergarten to the 6th grade.

We are determined to make youth sports more affordable for the Southeast Texas community. Therefore, we are requesting that you become a Sponsor for our League. Your Sponsorship will provide an opportunity for your company and the community to assist in defraying some of the costs associated with playing youth football and cheerleading for our athletes and their families.

We have 2200 participants that make up over 75 teams and cheer squads. Our seasons consists of 8 regular season games and 3 weeks of post season tournaments for an average of 330 games a season with over 5500 fans per week. Our league website generally takes over 40,000 hits per season.

Our Sponsorship Package will provide your company with a wide range of marketability and visibility at every STJFL event, including our Coaches Clinics, Playoffs, Championship Games, Cheer Competitions, and All Star Games.

The STJFL has many exciting sponsorship packages with extensive advertising opportunities and perks. By becoming an STJFL sponsor, your company will enjoy significant opportunities and not only will your targeted consumers visit you directly but those unfamiliar with your business will learn more about it through our customized advertising opportunities. In addition, it is an excellent way to advertise your company while making a positive impact and equipping the lives of the young athletes within our program.



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SPONSORSHIP LEVELS

CHEER COMPETITION SPONSOR-\$500

- **Introduction / Cheerleading Website** Your company logo and a live link to Your company website or Facebook page will be placed on the front page of the STJFL Cheer website. Also, we will announce Your company sponsorship in the Sponsor section of our website. Currently, our website gets 40,000 hits per season and will continue to increase with our growth.
- **Main Banner Placement** Your company will have a prime location to display a banner at the Cheer Competition. Your company will be heard along with a mention of a promotion or product during the competition with an announcer.
- **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.
- **Distribution Advertising** Your company coupon discount package will be given to every participant at the Cheer Competition.

BRONZE SPONSOR-\$1000

- **Introduction/Website** We will announce Your company in the Sponsorship section of our website. Currently, our website gets 40,000 hits per season and will continue to increase with our growth.
- **Main Banner Placement** Your company will have a location to display a banner at the STJFL Super Bowl.
- **Distribution Advertising** Your company coupon discount package will be given to every participant of The STJFL prior to the beginning of the season.
- **Appreciation Plaque** Your company will receive a 2012 STJFL Sponsorship Appreciation Plaque.

SILVER SPONSOR-\$2500

- **Introduction/Website** We will announce Your company in the Sponsorship section of our website. Your company banner will be rotated on the main page of our Website. Currently, our website gets 40,000 hits per season and will continue to increase with our growth.
- **Main Banner Placement** Your company will have a prime banner location at both of the STJFL post season tournaments as well as the Super Bowl.
- **Live public address Announcements** Your company will be heard by a live announcer throughout the day at the semi-final post season tournament and the Super Bowl Weekend.
- **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 certified will receive a promotion or coupon from Your company.
- **Appreciation Plaque** Your company will receive a 2012 STJFL Sponsorship Appreciation Plaque.



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GOLD SPONSOR-\$5000

- **Introduction/Website** We will announce Your company in the Premier Sponsorship section of our website. Your company banner will be rotated on the main page of our Website. Currently, our website gets 40,000 hits per season and will continue to increase with our growth.
- **Main Banner Placement** Your company will have one banner near the entrance and another prime banner location at both of the STJFL post season tournaments, cheer competition and the STJFL Super Bowl.
- **Main Booth Placement** A booth at all STJFL Post Season events will be reserved for Your company. The booth can be utilized for product advertisement, giveaways, etc. However, the sale of any food related items are not allowed. The STJFL post season events consist of two playoff tournaments, a cheerleading competition, and Super bowl.
- **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 certified will receive a promotion or coupon from Your company.
- **Live public address Announcements** Your company will be heard by a live announcer at the semi-final post season tournament and during each game and Special Ceremonies during the Super Bowl Weekend.
- **Spirit Items Distribution** There will be 250 Spirit Items (ie: mini footballs, rally towels, megaphones, etc.) with Your company logo randomly given to fans throughout the day of the Super Bowl. Items and artwork on the items will be one color and will be pre approved by you prior to print.
- **Appreciation Plaque** Your company will receive a 2012 STJFL Sponsorship Appreciation Plaque.

PLATINUM SPONSOR-\$7500

- **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 STJFL website. Also, we will announce Your company sponsorship in the Premier Sponsorship section of our website. Currently, our website gets 40,000 hits per season and will continue to increase with our growth.
- **Main Banner Placement** Your company will have a prime banner location at ALL main events and league fields during the entire 2012 season. Your company will have one banner near the entrance and one banner displayed at another prime location for all STJFL post season tournaments, cheer competition and STJFL Super Bowl.
- **Main Booth Placement** A booth at the entrance of all STJFL post season events will be reserved for Your company. The booth can be utilized for product advertisement, giveaways, etc. However, the sale of any food related items are not allowed. The STJFL post season events consist of two playoff tournaments, a cheerleading competition, and Super bowl.
- **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 certified will receive a promotion or coupon from Your company.
- **Coaches Clinic Advertising** Your company will have a reserved table and an opportunity to market to the coaches and business managers regarding any new products, promotions, or individual team fundraising opportunities.
- **Live public address Announcements** Your company will be heard along with a mention of a promotion or product by a live announcer at the semi-final post season tournament and during each game and Special Ceremonies during the Super Bowl Weekend.
- **Spirit Items Distribution** There will be 500 Spirit Items (ie: mini footballs, rally towels, megaphones, etc.) with Your company logo randomly given to fans throughout the day of the Super Bowl. Items and artwork on the items will be one color and will be pre approved by you prior to print.
- **Appreciation Plaque** Your company will receive a 2012 STJFL Sponsorship Appreciation Plaque.
- **Press Releases** Your company will be included in all press releases by the STJFL.