



American Youth Soccer Organization

a non-profit corporation dedicated to youth soccer

Dear Valued Community Member:

AYSO Region 198, serving the cities of Clearfield, Clinton, Sunset, Syracuse, West Point, and Hill AFB needs your help. American Youth Soccer Organization (AYSO) is a non-profit organization founded in 1964 to promote the game of soccer to children in the United States. The AYSO's philosophies include:

- | | |
|-----------------------------|--|
| "Everyone Plays" | There are no bench warmers in AYSO. All children play at least half the game. |
| "Good Sportsmanship" | We desire to create a positive environment based on mutual respect, rather than a win at all costs attitude. |
| "Open Registration" | Interest and enthusiasm are the only criteria for playing with AYSO. We do not hold try-outs. |
| "Positive Coaching" | What makes winning kids is being built up, not down! We train and encourage our coaches to make the extra effort to understand and offer positive help to our players, rather than negative criticism. |
| "Balanced Teams" | Teams are always balanced as evenly as possible, because it is more fun where teams of equal ability play each other. |

AYSO provides children with the opportunity to learn the game of soccer while promoting physical fitness, teamwork, self-esteem, and good sportsmanship. This experience has had a positive impact on the lives of thousands of children who have chosen to participate in AYSO. Here in AYSO Region 198, there are nearly 2000 players and we continue to grow. While coaches, referees, and board members in the Region are unpaid volunteers, player registration fees do not cover all expenses. We keep those fees as low as possible so that more kids can play, and rely on sponsors to help make that possible.

As an AYSO Region 198 sponsor, you will be helping us provide quality soccer programs to kids in the community. You help to contribute to the cost of uniforms, equipment, field maintenance, coach and referee training, pictures, and trophies for every player. You can also take a tax deduction on our contribution to the extent of the law. But, you get more out of your sponsorship than just a tax deduction: Your company will be recognized as a community leader through its involvement in one of the largest youth organizations in the country; your company will receive excellent publicity from AYSO activities and reap the good will that accompanies it; and, most importantly, your company will be helping kids grow in body and character, while they're having a good time playing the most popular sport in the world.

Please take a moment to look over the different sponsorship packages that are available on the following page. Should you have any questions, feel free to contact John Young at (801) 525-6455. Thank you for your support of this great program

SPONSORSHIPS
AYSO Region 198
A non-profit sports organization
501(c3) corporation

Please check the level you are sponsoring at:

_____ **Personal Sponsor (any level—see back)**

_____ **\$50.00 Scholarship Sponsor**

Name on website (no link)
Name in newsletter
Schedule of all games

_____ **\$100.00 Bronze Team Sponsor**

Name on website (no link)
Name in newsletter
Schedule of all games
Team plaque with photo to display

_____ **\$250.00 Silver Team Sponsor**

Name on website (with link)
Name in newsletter
Schedule of all games
Team plaque with photo to display
Name in parent handbook

_____ **\$500.00 Gold Team Sponsor**

Name on website (with link)
Name in newsletter
Schedule of all games
Team plaque with photo to display
Name in parent handbook
Name in news announcements about team

_____ **\$750.00 Platinum Team Sponsor**

Name on website (with link)
Name in newsletter
Schedule of all games
Team plaque with photo to display
Name in parent handbook
Name in news announcements about team
Practice T-shirts for players and coaches with sponsor name on back

_____ **\$1000.00 Bronze Regional Sponsor**

Logo on website (with link)
Business card ad in newsletter
Schedule of all games
Appreciation plaque to display
Business card ad in parents handbook
Name on all publicity handouts

_____ **\$2000.00 Silver Regional Sponsor**

Logo on website (with link)
Business card ad in newsletter
Schedule of all games
Appreciation plaque to display
Business card ad in parents handbook
Name on all publicity handouts
Water bottle with sponsor name to all coaches

_____ **\$3500.00 Gold Regional Sponsor**

Logo on website (with link)
Business card ad in newsletter
Schedule of all games
Appreciation plaque to display
Business card ad in parents handbook
Name on all publicity handouts
Insulated cooler bag with sponsor name to all coaches

_____ **\$5000.00 Platinum Regional Sponsor**

Logo on website (with link)
Business card ad in newsletter
Schedule of all games
Appreciation plaque to display
Business card ad in parents handbook
Name on all publicity handouts
Water bottle with sponsors name to ALL players and coaches

SPONSOR INFORMATION FORM

Business Sponsor:

Sponsor / Company Name: _____

Complete Mailing Address: _____

Contact Person's Information:

Name: _____

Telephone Number: _____

Email Address: _____

Company Website address (for linking from AYSO Region 198 website):

http:// _____

(Note: Please include a business card if your level of sponsorship includes advertisement in newsletters and other Regional publications)

Team Sponsor:

Division: _____ Girls / Boys Team # _____ Coach Name: _____

Personal Sponsor:

I would like to donate \$ _____

Permissions:

Please include my name in the AYSO Newsletter website parents handbook

Please allow my contribution to remain anonymous.

Mail this form and your check (please do not send cash) made out to AYSO Region 198 to:

AYSO Region 198
1412 N 1150 W
Clinton, UT 84015

For further information, please contact John Young at (801) 525-6455 or john.young@ayso198.org