



T M F X B S A A

## SPONSORSHIP TIERS

### ★ LEAGUE CHAMPION – \$10,000+

PREMIER SPONSOR LEVEL. LEAGUE CHAMPION SPONSORS WILL BE GIVEN TOP BILLING IN ALL CAMPAIGN MATERIALS. **LOGO PLACEMENT ON TEAM UNIFORMS OR HELMETS** (IF TIMING ALLOWS FOR THE UPCOMING SEASON), **PROMINENT LOGO AND NAME DISPLAY ON THE BSAA WEBSITE AND THE JOIN THE LEAGUE™ LANDING PAGE**, AND **SPECIAL RECOGNITION AT THE FLAG FOOTBALL FUNDRAISER EVENT** (E.G., BANNERS AT THE EVENT, A PUBLIC THANK-YOU ANNOUNCEMENT, AND AN OPPORTUNITY TO SPEAK OR PRESENT AN AWARD). THE LEAGUE CHAMPION WILL ALSO BE **FEATURED IN PRESS RELEASES** AND CAN OPT TO HAVE A REPRESENTATIVE SERVE AS AN HONORARY CAPTAIN DURING A YOUTH GAME OR EVENT. THIS TIER HIGHLIGHTS THE SPONSOR AS A TRUE CHAMPION OF COMMUNITY YOUTH DEVELOPMENT.

### ★ ALL-STAR SPONSOR – \$5,000+

ALL-STAR SPONSORS WILL RECEIVE MAJOR RECOGNITION THROUGHOUT THE CAMPAIGN. **LOGO DISPLAYED ON THE CAMPAIGN WEBPAGE AND EVENT SIGNAGE** (THOUGH SLIGHTLY SMALLER OR SECONDARY TO LEAGUE CHAMPION, IF ANY). THEY WILL BE **ACKNOWLEDGED IN SOCIAL MEDIA SHOUT-OUTS AND CAMPAIGN UPDATE EMAILS** AS KEY SUPPORTERS. AT THE FUNDRAISER EVENT, ALL-STAR SPONSORS CAN **HOST A PROMOTIONAL BOOTH OR ACTIVITY** IF DESIRED (FOR EXAMPLE, A COMPANY COULD HOST A WATER STATION OR A HALFTIME CONTEST). ADDITIONALLY, ALL-STAR SPONSORS WILL **RECEIVE A COMMEMORATIVE PLAQUE OR TEAM PHOTO**, SIGNED BY THE KIDS, AS A TOKEN OF APPRECIATION TO DISPLAY AT THEIR BUSINESS.

### ★ TEAM PLAYER – \$2,500+

SPONSORS AT THIS LEVEL ARE TRUE TEAM PLAYERS BACKING THE CAUSE. **LISTED ON THE WEBSITE AND DONOR COMMUNICATIONS**, AND THEIR COMPANY NAME (OR FAMILY NAME) WILL APPEAR ON A COLLECTIVE BANNER FEATURING ALL TEAM PLAYER SPONSORS AT THE EVENT AND ON THE FIELD DURING THE SEASON. THEY WILL ALSO BE **HIGHLIGHTED IN ONE OF THE CAMPAIGN NEWSLETTERS WITH A SHORT FEATURE**, FOR INSTANCE: "THIS WEEK'S FEATURED TEAM PLAYER SPONSOR IS [COMPANY NAME], PROUD TO SUPPORT YOUTH FOOTBALL." TEAM PLAYER SPONSORS **RECEIVE A THANK-YOU CERTIFICATE AND A BSAA TEAM JERSEY OR CAP** AS A KEEPSAKE, SYMBOLIZING THAT THEY'RE PART OF THE LEAGUE FAMILY.

### ★ COMMUNITY FRIEND – \$500+

THIS TIER IS DESIGNED FOR SMALL BUSINESSES, FAMILIES, OR INDIVIDUALS WHO WANT TO CONTRIBUTE AT A SUBSTANTIAL LEVEL. **LISTED ON THE CAMPAIGN WEBPAGE AND IN A SPECIAL THANK-YOU SECTION OF THE FINAL IMPACT REPORT**. THEY WILL ALSO **RECEIVE PUBLIC THANKS ON SOCIAL MEDIA**. WHILE THIS LEVEL MIGHT NOT INCLUDE LOGO PLACEMENT, IT STILL PROVIDES MEANINGFUL RECOGNITION: FOR EXAMPLE, WE WILL HAVE A "COMMUNITY FRIENDS" BANNER OR POSTER AT THE FUNDRAISER EVENT NAMING ALL CONTRIBUTORS AT THIS LEVEL. EACH COMMUNITY FRIEND WILL GET A **PERSONAL THANK-YOU LETTER FROM A BSAA PLAYER OR COACH**, ACKNOWLEDGING THAT THEIR SUPPORT IS MAKING A DIFFERENCE.